

Advertising Specifications:

**ROP & CLASSIFIED ROP\***

**STANDARD PAGE SIZE**

Columns	Inches Wide	
1	1.687"	
2	3.5"	
3	5.312"	Double Truck Sizes
4	7.125"	22.375" x 21"
5	8.937"	Column Depth: 21"
6	10.75"	

**TABLOID PAGE SIZE**

Columns	Inches Wide	
1	1.687"	
2	3.5"	
3	5.312"	Double Truck Sizes
4	7.125"	21" x 10.5"
5	8.937"	Column Depth: 10.5"

Line Screen: 85 lines per inch.

\*Minimum depth should be 1.5 inches per column width

**ROP Full-Run Broadsheet Modular Ad Sizes**

Unit Name	Columns(Inches)	Depth in Inches
Full Page	6 (10.75)	21.00
1/2 Page Horiz	6 (10.75)	10.5
1/4 Page Horiz	6 (10.75)	5.25
1/8 Page Banner Ad	6 (10.75)	2.5
1/2 Page Vert	3 (5.312)	21.00
1/4 Page Vert	3 (5.312)	10.5
1/8 Page Square	3 (5.312)	5.25
1/16 Page Horiz	3 (5.312)	2.5
1/6 Page Vert	2 (3.50)	10.5
1/12 Page	2 (3.50)	5.25
1/24 Page Square	2 (3.50)	2.5
1/24 Page Vert	1 (1.687)	5.25
1/48 Page	1 (1.687)	2.5
Double Page	13 (22.38)	21.00
Spadea Front	3 (5.312)	17.00
Front Page Banner Top	6 (10.75)	1.50
Front Page Banner Bottom	6 (10.75)	3.00

In order to ensure consistent quality on our high-speed equipment, the height and width of advertisements as printed will be adjusted slightly from these measurements. Notwithstanding, ads will continue to be billed at these measurements.

Advertising Deadlines:

**ROP DEADLINES**

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space and Copy	5PM Wed.	5PM Thurs.	5PM Fri.	5PM Mon.	5PM Tues.	5PM Wed.	5PM Wed.
Camera Ready	2PM Fri.	10AM Mon.	10AM Tue.	10AM Wed.	10AM Thurs.	10AM Fri.	3PM Fri.
Proof	2PM Fri.	10AM Mon.	10AM Tue.	10AM Wed.	10AM Thurs.	10AM Fri.	3PM Fri.

**US**

Space and Copy	3PM Thurs.
Camera Ready	3PM Mon.
Proof	3PM Mon.

**Mainstreet Marketplace (TMC)**

Space and Copy	5PM Tues. (10 days prior)
Camera Ready	Noon Wed. (9 days prior)
Proof	Noon Wed. (9 days prior)

**Real Estate Sunday**

Space and Copy	5PM Tues.
Camera Ready	3PM Fri.
Proof	3PM Fri.

**LiVe**

Space and Copy	Noon Tues.
Camera Ready	10AM Thurs.
Proof	10AM Thurs.

**Sunday Morning**

Space and Copy	5PM Mon.
Camera Ready	5PM Wed.
Proof	5PM Wed.

**New Jersey Zones Are Published On:**  
 Wednesday • Thursday • Friday

**IN-COLUMN CLASSIFIED DEADLINES**

For Insertion	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space and Copy	3:30PM Fri	3PM Mon.	3PM Tues	3PM Wed.	3PM Thurs.	1:30PM Fri.	3PM Fri.
<b>Religious Services/Church Dir.</b>		<b>Tomorrow's Jobs Today</b>		<b>US</b>		<b>Mainstreet Marketplace</b>	
Space and Copy	10:30AM Thurs.	Space and Copy	3PM Fri.	Space and Copy	3PM Tues.	12:30PM Prior Friday	

**CONTACTS**

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