

Advertising Specifications:

ROP & CLASSIFIED ROP*

STANDARD PAGE SIZE

Columns	Inches Wide	
1	1.708"	
2	3.541"	
3	5.374"	Double Truck Sizes
4	7.207"	22.63" x 20.75"
5	9.040"	Column Depth: 20.75"
6	10.873"	

TABLOID PAGE SIZE

Columns	Inches Wide	Double Truck Sizes
1	1.708"	19.72" x 10.5"
2	3.541"	Column Depth: 10.5"
3	5.374"	
4	7.207"	Line Screen: 85 lines per inch.
5	9.040"	*Minimum depth should be 1.5 inches per column width

TABLOID SPECIAL SECTION PAGE SIZE

Columns	Inches Wide	Columns	Inches Wide
1	1.439"	4	6.131"
2	3.003"	5	7.695"
3	4.567"	6	9.259"

ROP Full-Run Broadsheet Modular Ad Sizes

Unit Name	Columns(Inches)	Depth in Inches
Full Page	6 (10.873)	20.75
1/2 Page Horiz	6 (10.873)	10.5
1/4 Page Horiz	6 (10.873)	5.25
1/8 Page Banner Ad	6 (10.873)	2.5
1/2 Page Vert	3 (5.374)	20.75
1/4 Page Vert	3 (5.374)	10.5
1/8 Page Square	3 (5.374)	5.25
1/16 Page Horiz	3 (5.374)	2.5
1/6 Page Vert	2 (3.541)	10.5
1/12 Page	2 (3.541)	5.25
1/32 Page Square	2 (3.541)	2.5
1/32 Page Vert	1 (1.708)	5.25
1/64 Page	1 (1.708)	2.5
Double Page	12 (22.63)	20.75
Spadea Pg 1	3 (5.374)	17.00
Spadea Pg 2	3 (5.374)	21.0
Spadea Pg 3&4	6 (10.873)	20.75
Front Page Banner Top	6 (10.873)	1.50
Front Page Banner Bottom	6 (10.873)	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.

Sunday Democrat

Space and Copy	5PM Wed.
Camera Ready	10am Fri. (prior week).
Proof	10am Fri. (prior week).

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.

Religious Services/Church Dir.

Space and Copy	10:30AM Thurs.
----------------	----------------

Tomorrow's Jobs Today

Space and Copy	3PM Fri.
----------------	----------

US

Space and Copy	3PM Tues.
----------------	-----------

Mainstreet Marketplace

Space and Copy	12:30PM Prior Friday
----------------	----------------------

Sunday Democrat | Space and Copy 3PM Prior Friday

CONTACTS

LILY KIROV • Sales Director
862-240-3122 | lkirov@njadvancemedia.com

KEVIN HARDY • Sales Manager
484-225-0428 | khardy@lehighvalleylive.com