

## Advertising Deadlines:

### ROP & CLASSIFIED

| Publications B=Broadsheet T=Tab | PUB DAY | ROP DISPLAY                  |              | CLASSIFIED DISPLAY           |              | CLASSIFIED IN-COLUMN         |
|---------------------------------|---------|------------------------------|--------------|------------------------------|--------------|------------------------------|
|                                 |         | Space & Copy<br>(Prior Week) | Camera Ready | Space & Copy<br>(Prior Week) | Camera Ready | Space & Copy<br>(Prior Week) |
| <b>WARREN COUNTY</b>            |         |                              |              |                              |              |                              |
| The Warren Reporter (B)         | Fri.    | 5 PM Thurs                   | 12 PM Tues   | 5 PM Fri                     | 5 PM Tues    | 11:30 AM Tues                |
| <b>HUNTERDON COUNTY</b>         |         |                              |              |                              |              |                              |
| Hunterdon Observer (T)          | Thurs.  | 5 PM Thurs                   | 4 PM Fri     | 5 PM Fri                     | 5 PM Tues    | 2:30 PM Mon                  |
| Hunterdon County Democrat (B)   | Thurs.  | 5 PM Thurs                   | 12 PM Tues   | 5 PM Fri                     | 5 PM Tues    | 2:30 PM Mon                  |

### PRINT & DELIVER DEADLINES

Preprint Deadlines and Space Reservation: (21 days prior to publication)

Delivery Deadline: (10 days prior to publication)

## Advertising Specifications:

### ROP MODULAR ADS, TABLOID, SPECIAL SECTIONS & CLASSIFIED SIZES

#### ROP Full-Run Broadsheet Modular Ad Sizes:

Hunterdon County Democrat/Warren Reporter

| Unit Name          | Columns(Inches) | Depth in Inches |
|--------------------|-----------------|-----------------|
| Full Page          | 6 (10.75)       | 20.75           |
| 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)       | 2.0             |
| 1/2 Page Vert      | 3 (5.312)       | 20.75           |
| 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)       | 2.0             |
| 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 Truck       | 12 (22.25)      | 20.75           |
| Spadea Pg 1        | 3 (5.312)       | 17.25           |
| Spadea Pg 2        | 3 (5.312)       | 20.75           |
| Spadea Pg 3 & 4    | 6 (10.75)       | 20.75           |

Ask about our High Impact Front Page Ad Options

#### Tabloid:

Hunterdon Observer

| Columns (Inches) | Depth in Inches |
|------------------|-----------------|
| 5 (9.90)         | 10.5            |
| 5 (9.90)         | 5               |
| 5 (9.90)         | 3               |
| 5 (9.90)         | 2               |
| 4 (7.895)        | 10.5            |
| 4 (7.895)        | 7               |
| 4 (7.895)        | 5.25            |
| 3 (5.890)        | 10.5            |
| 3 (5.890)        | 8               |
| 3 (5.890)        | 5               |
| 3 (5.890)        | 4               |
| 3 (5.890)        | 3               |
| 2 (3.885)        | 10.75           |
| 2 (3.885)        | 7               |
| 2 (3.885)        | 5               |
| 2 (3.885)        | 4               |
| 2 (3.885)        | 3               |
| 2 (3.885)        | 2               |
| 1 (1.880)        | 10.5            |
| 1 (1.880)        | 7               |
| 1 (1.880)        | 5               |
| 1 (1.880)        | 4               |

#### Tabloid Double Truck

5 Column: 21.12" W x 10.5" D

6 Column: 22.25" W x 10.5" D

#### Tabloid, Special Sections & Classified

| Columns (Inches) | Depth in Inches |
|------------------|-----------------|
| 6 (10.117)       | 10.5            |
| 6 (10.117)       | 5               |
| 6 (10.117)       | 3               |
| 6 (10.117)       | 2               |
| 5 (8.410)        | 10.5            |
| 5 (8.410)        | 5               |
| 5 (8.410)        | 3               |
| 5 (8.410)        | 2               |
| 4 (6.703)        | 10.5            |
| 4 (6.703)        | 7               |
| 4 (6.703)        | 5.25            |
| 3 (4.996)        | 10.5            |
| 3 (4.996)        | 8               |
| 3 (4.996)        | 5               |
| 3 (4.996)        | 4               |
| 3 (4.996)        | 3               |
| 2 (3.289)        | 10.75           |
| 2 (3.289)        | 7               |
| 2 (3.289)        | 5               |
| 2 (3.289)        | 4               |
| 2 (3.289)        | 3               |
| 2 (3.289)        | 2               |
| 1 (1.582)        | 10.5            |
| 1 (1.582)        | 7               |
| 1 (1.582)        | 5               |
| 1 (1.582)        | 4               |

### CONTACTS