



## Advertising Deadlines:

### ROP DEADLINES

| For Insertion | Monday   | Tuesday   | Wednesday | Thursday  | Friday**  | Saturday  | Sunday*  |
|---------------|----------|-----------|-----------|-----------|-----------|-----------|----------|
| Space & Copy  | 5PM Wed. | 5PM Thur. | 5PM Fri.  | 5PM Mon.  | 5PM Tues. | 5PM Wed.  | 5PM Wed. |
| Camera Ready  | 2PM Fri. | 10AM Mon. | 10AM Tue. | 10AM Wed. | 10AM Thu. | 10AM Fri. | 2PM Fri. |

### CLASSIFIED ROP COLUMN DEADLINES

| For Insertion | Monday   | Tuesday  | Wednesday | Thursday | Friday   | Saturday | Sunday   |
|---------------|----------|----------|-----------|----------|----------|----------|----------|
| Space & Copy  | 5PM Wed. | 5PM Thu. | 5PM Fri.  | 5PM Mon. | 5PM Tue. | 5PM Wed. | 5PM Wed. |

### CLASSIFIED IN-COLUMN DEADLINES

|                                    | Monday      | Tuesday     | Wednesday    | Thursday    | Friday        | Saturday     | Sunday      |
|------------------------------------|-------------|-------------|--------------|-------------|---------------|--------------|-------------|
| <b>CLASSIFIEDS</b><br>Space & Copy | 3:30PM Fri. | 2:30PM Mon. | 2:30pm Tues. | 2:30pm Wed. | 1:30pm Thurs. | 2pm Fri.     | 3:30pm Fri. |
| <b>AUTO</b><br>Space & Copy        |             |             |              |             |               | 2PM Fri.     | 2:30PM Fri. |
| <b>HELP WANTED</b><br>Space & Copy |             |             |              |             |               | 2PM Fri.     | 3:30PM Fri. |
| <b>REAL ESTATE</b><br>Space & Copy |             |             |              |             |               | 10:30AM Fri. | 2:30PM Fri. |

### PRE-PRINTED DEADLINES

**Sunday Health\*:** 5PM Wed., Camera Ready: 12PM Fri.      **Alt\*:** 5PM Mon., Camera Ready: 12PM Thu.  
**Friday Good Times\*\*:** 5PM Mon., Camera Ready: 10AM Thu

### ROP MODULAR AD SIZES

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

| 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)       | 2.5             |
|                    |                 |                 |
| 1/2 Page Vert      | 3 (5.312)       | 20.75           |
| 1/4 Page Vert      | 3 (5.312)       | 10.5            |
| 1/8 Page           | 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 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 (10.16)       | 20.75           |

#### Tabloid

| Columns | Width (Inches) |
|---------|----------------|
| 1       | 1.582"         |
| 2       | 3.289"         |
| 3       | 4.996"         |
| 4       | 6.703"         |
| 5       | 8.410"         |
| 6       | 10.117"        |

*Line Screen: 85 lines per inch.  
 Double Truck Sizes: 22.25" x 10.5"  
 Column Depth: 10.5"*

*Line Screen: 85 lines per inch • Column Depth: 20.75"  
 Double Truck Sizes: 22.25" x 20.75"*