



JOURNAL OF THE POCONO PLATEAU

Providing information and communication to build a better community

At the *Journal of the Pocono Plateau*, we know the value of community. For the past 20 years, we have celebrated all aspects of day-to-day life in the western Poconos through our free publication serving the Pocono Mountain School District, Coolbaugh, Tobyhanna and Tunkhannock Townships, Mount Pocono Borough and surrounding areas. Circulation is on average 9,700 in the winter to over 11,000 on peak summer weeks. Distribution is through the mail and in local stores. We feature local people and events, and provide information and communication to help build a better community.

RATES & DIMENSIONS:

Column Width	
1	1.9"
2	3.9"
3	5.9"
4	7.9"
5	10"
Page Height	12"
Open Rate— Ask about frequency rates	
Cost/Col. In.	\$13
1/2 page	\$380
Full page	\$700
Color	
Spot Color	\$25
Full Color	\$55
Guaranteed Placement (subject to availability)	
Front Page Top	\$50 — 2" x 2"
Front Page Bottom	\$185
Page Banner	\$100

ADVERTISING PACKAGES:

Open Rate is \$13/col. inch. Run at least 6 ads in a calendar quarter, and the rate drops to \$11/col. inch. Lower rates available for longer-term contracts.

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We are a Macintosh-based publisher and prefer to receive ads in PDF format. We want your ad to look its best to maximize results. To help us make your ad look its best, please follow these guidelines:

For completed ads, please supply us with the following:

–an electronic file in either a .pdf or .tiff format

or

–An InDesign, Illustrator, or Photoshop file. We can open Word and Excel files, but we may have to modify them. We cannot open Publisher files.

PDF SPECIFICATIONS*:

–Flatten art before making PDF.

–Use CMYK setting for color ads; be sure black type is 100% black, and not Registration or 4-color black.

–Use Grayscale setting for black and white ads.

–Fonts must be embedded 100%.

*Please note that only minor changes can be made to a PDF.

If extensive changes are needed, we will ask you to supply a new PDF.

EPS OR TIFF SPECIFICATIONS:

–Color setting should be CMYK

–Black and white images should be Grayscale and at least 200 dpi.

–Color images should be CMYK and at least 300 dpi.

Our professional designers will create an ad
for you free of charge once you provide the following items:

–The copy you want to have appear in the ad, either typed or clearly printed. You can e-mail it to us either in the body of the e-mail itself or as an attached file in one of these formats:

–Microsoft Word

–Simple Text

–Apple Works

–Please submit any artwork at least as large as the finished size needed for the layout.

If you have an electronic image to be used in the ad:

–Black and white image should be grayscale and at least 200 dpi for resolution at the size it should appear in the ad.

–Color image should be CMYK and at a resolution of at least 300 dpi at the size it should appear in the ad.

–Images should be sent to us as an attached file. Photo sharing site and website images are often at too low a resolution for good reproduction. Please do not place images into a Microsoft Word document; send them separately.

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