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# The PoconoTimes

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## • PRICING - PER WEEK •

|                    | 1-12 WEEKS | 13+ WEEKS                     | 26+ WEEKS | 52 WEEKS |
|--------------------|------------|-------------------------------|-----------|----------|
| <b>FULL</b>        | \$918.00   | \$878.00                      | \$811.00  | \$715.00 |
| <b>1/2</b>         | \$524.00   | \$502.00                      | \$465.00  | \$336.00 |
| <b>1/4</b>         | \$302.00   | \$289.00                      | \$267.00  | \$209.00 |
| <b>1/8</b>         | \$162.00   | \$157.00                      | \$143.00  | \$138.00 |
| <b>1/16</b>        | \$99.00    | \$94.00                       | \$88.00   | \$72.00  |
| <b>SPOTLIGHT</b>   | \$550.00   | \$520.00                      | \$490.00  | \$450.00 |
| <b>BUSINESS D.</b> | \$18.00    | <b>DEADLINE: TUESDAY 10AM</b> |           |          |
| <b>DOUBLE BUS.</b> | \$36.00    |                               |           |          |

## • AD SIZES •

| AD SIZE          | INCHES      | AD SIZE            | INCHES        |
|------------------|-------------|--------------------|---------------|
| <b>FULL</b>      | 9" x 9"     | <b>SPOTLIGHT</b>   | 8" x 3"       |
| <b>1/2 H</b>     | 9" x 4.5"   | <b>1/8 H</b>       | 4.5" x 2.25"  |
| <b>1/2 V</b>     | 4.5" x 9"   | <b>1/8 V</b>       | 2.25" x 4.5"  |
| <b>1/4 BLOCK</b> | 4.5" x 4.5" | <b>1/16</b>        | 2.25" x 2.25" |
| <b>1/4 H</b>     | 9" x 2.25"  | <b>BUSSINESS D</b> | 2.25" x 1"    |
| <b>1/4 V</b>     | 2.25" x 9"  | <b>DOUBLE BUS.</b> | 2.25" x 2.25" |

## • INSERT INFO •

| FULL RUN        |            | 1/2 RUN         |          |
|-----------------|------------|-----------------|----------|
| AMOUNT          | 20,000     | AMOUNT          | 10,000   |
| PRICE PER 1,000 | \$55.00    | PRICE PER 1,000 | \$65.00  |
| TOTAL RUN \$    | \$1,100.00 | TOTAL RUN \$    | \$650.00 |

## • ZONING - WEEK 1 •

| ZONE | AMOUNT | COVERAGE                                                                                                             |
|------|--------|----------------------------------------------------------------------------------------------------------------------|
| 1    | 10,000 | Stroudsburg - East Stroudsburg - Bushkill                                                                            |
| 2    | 10,000 | Effort - Brodheadsville - Kresgeville - Kunkletown - Saylorsburg - Tannersville - Tobyhanna - Scotrun - Bartonsville |

## • ZONING - WEEK 2 •

| ZONE | AMOUNT | COVERAGE                                                                                                              |
|------|--------|-----------------------------------------------------------------------------------------------------------------------|
| 1    | 10,000 | Stroudsburg - East Stroudsburg - Bushkill                                                                             |
| 2    | 10,000 | Effort - Henryville - Kunkletown - Saylorsburg - Scotrun - Tannersville - Cresco - Tonbyhanna - Sciota - Bartonsville |