

The Pocono Times

FOR ADVERTISING INFORMATION CALL: (570) 421 - 4800

Email us at: sales@thepoconotimes.com

Visit our website here: www.thepoconotimes.com

Tabloid Specs:

Full	9.875" x 9.5"
1/2 H	9.875" X 4.694"
1/4 Block....	4.888" x 4.694"
1/4V	2.388" x 9.5"
1/4H	9.875" x 2.293"
1/8V	2.388" x 4.694"
Service	
Directory.....	2.388" x 1.073"
Double	2.388" X 2.293"

	1-12x	13x	26x	52x
Full Page	\$834	\$798	\$737	\$430
1/2 Page	\$476	\$456	\$422	\$305
1/4 Page	\$274	\$262	\$242	\$190
1/8 Page	\$147	\$142	\$130	\$125
1/16 page	\$90	\$85	\$80	\$65
Service Directory	\$18	Double Service Directory \$36		

Inserts:

Full Run Insert Rate

20,000 piecemin = \$55/k.....**\$1100**

Partial Run Insert Rate

10,000 piecemin = \$65/k.....**\$650**

Specs:

Insert must remain within 9" x 9" size. Inserts containing over 12 pages will be subject to an additional charge.

Week 1 Distribution

Zone 1

Direct Mail	5,000
Drop Point	5,000
Total	10,000

Select areas: East Stroudsburg, Stroudsburg, Bushkill

Zone 2

Direct Mail	5,000
Drop Point	5,000
Total	10,000

Select areas: Effort, Brodheadsville, Kresgville, Kunkletown, Saylorsburg, Tannersville, Tobyhanna, Scotrun, Bartonsville

Week 1 Total 20,000

Week 2 Distribution

Zone 1

Direct Mail	5,000
Drop Point	5,000
Total	10,000

Select areas: East Stroudsburg, Stroudsburg, Bushkill

Zone 2

Direct Mail	5,000
Drop Point	5,000
Total	10,000

Select areas: Effort, Henryville, Kunkletown, Saylorsburg, Scotrun, Tannersville, Cresco, Tobyhanna, Sciota, Bartonsville

Week 2 Total 20,000

Total Combined Distribution (unduplicated) 2 week cycle.....30,000

Deadline is Thursday at 5:00 for publication in the Wednesday edition.

Quality Advertising is one of many requirements of a truly successful business. We would like to help you by giving you the visibility your company needs. We look forward to an exciting partnership in the future, thank you for your business. If you have any questions about advertising with us feel free to give us a call at (570) 421-4800, we would love to speak to you!