

# THE REPUBLICAN JOURNAL

## DISPLAY/ROP

**\$8.80** per column inch

|          |        |
|----------|--------|
| 4 weeks  | \$8.20 |
| 13 weeks | \$7.40 |
| 52 weeks | \$6.20 |

## DISPLAY/ROP (3-Paper Buy)

Includes Real Estate, A&E

The Republican Journal,  
The Courier-Gazette, The Camden Herald

**\$15.25** per column inch

|          |         |
|----------|---------|
| 4 weeks  | \$14.85 |
| 13 weeks | \$13.15 |
| 52 weeks | \$11.50 |

## CLASSIFIEDS (3-Paper Buy)

The Republican Journal,  
The Courier-Gazette, The Camden Herald

**\$23.20** per column inch

|          |         |
|----------|---------|
| 4 weeks  | \$18.50 |
| 13 weeks | \$13.95 |
| 52 weeks | \$11.95 |

## FRONT PAGE

6 col. x 3" Color Banner Ad

|                    |       |
|--------------------|-------|
| Republican Journal | \$350 |
| Courier-Gazette    | \$350 |
| Camden Herald      | \$250 |
| 3-Paper Buy        | \$895 |

## WALDO COUNTY Area



## MECHANICAL REQUIREMENTS

### STANDARD BROADSHEET

Full page: 10.5" w x 21" h

### DISPLAY/ROP

- 1 Column = 1.611"
- 2 Column = 3.389"
- 3 Column = 5.167"
- 4 Column = 6.945"
- 5 Column = 8.723"
- 6 Column = 10.5"

### CLASSIFIED

- 1 Column = 1.078"
- 2 Column = 2.256"
- 3 Column = 3.433"
- 4 Column = 4.611"
- 5 Column = 5.789"
- 6 Column = 6.967"
- 7 Column = 8.144"
- 8 Column = 9.322"
- 9 Column = 10.5"

## DEADLINES

Thursday Publication

**Arts & Entertainment:**  
Friday, 5 p.m.

**Real Estate/Classifieds:**  
Monday, 3 p.m.

**Regular Display/ROP:**  
Monday, 5 p.m.

## DISTRIBUTION

Republican Journal 3,500  
Courier-Gazette 4,800  
Camden Herald 1,800

## LEGAL/PUBLIC NOTICE

**\$10.65** per column inch

## NON-PROFITS

52-week rate

## COLOR

**\$95**

## INSERTS

(12-pg broadsheet / 24-pg tabloid)

|          | 12 pg   | 1 pg    |
|----------|---------|---------|
| 1 week   | \$67.50 | \$57.50 |
| 13 weeks | \$62.50 | \$52.50 |
| 26 weeks | \$57.50 | \$47.50 |
| 52 weeks | \$52.50 | \$42.50 |

price per 1,000

Effective January 2017. All rates net. Rates subject to change.

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Email: sales@courierpublicationsllc.com



# THE COURIER-GAZETTE

## THE CAMDEN HERALD

# THE REPUBLICAN JOURNAL

## Mechanical Specifications

### AD ELEMENTS

- We accept the following files: pdf, tif, jpg, eps and doc (Word docs for text only).
- Photos:** Should be sized proportionally for the ad and the resolution should be 150–200 pixels per inch. Use the large or high quality settings for best reproduction. Do not send photos intended for web pages as they reproduce very poorly.
- Microsoft Word:** We cannot use a Word doc as a completed or camera-ready ad. The text and graphics will be extracted and the entire ad reset. An alternative is to copy and paste the text into an email message and send images as attachments. Or, send the ad as a font-embedded PDF.
- Graphics:** Should be submitted as hi-res jpgs, tiff, eps, or bmp formats. Do not send graphics or logos intended for web pages as a poor resolution will result.

### SUBMITTING DIGITAL ADS

- We encourage you to send us all digital ads in a PDF format. To ensure the best possible output, create your PDF file to meet the PDF/1Xa standard. This is a standard setting included with Adobe Acrobat products: "Press or Print Settings".
- PDF/1Xa files should be CMYK composites with high resolution images (150 or more dpi) and all fonts outlined or embedded.
- Photos should be formatted to CMYK for print, rather than RGB. If Pantones are used, make sure they are set for Process color, not Spot.
- All black objects and black type must be saved as 100% K in CMYK black.
- Ads with white or light backgrounds should have a border around the very edge so they don't appear to be floating when printed on a white page.
- We cannot make font corrections or modifications to PDF or postscript files.

### PRODUCTION CHARGES

The first hour of production on each ad is free, each additional hour is \$75 per hour. Exceptions include our typographical errors or failure to follow specific insertion instructions.

### PAGE SIZE INFORMATION

|                              |                             |
|------------------------------|-----------------------------|
| Page Depth                   | 21"                         |
| Columns per page (ROP)       | 6                           |
| Columns per page (Class)     | 9                           |
| Total column inches per page | 126" ROP/189" Class Display |

### COMMON DIMENSIONS

|  |  |  |   |   |
|--|--|--|---|---|
| <b>FULL PAGE</b><br>10.5" x 21"<br>6 col x 21"<br>126 col. inches    | <b>1/4 PAGE V</b><br>5.167" x 10.5"<br>3 col x 10.5"<br>31.5 col. inches | <b>1/6 PAGE V</b><br>3.389" x 10.5"<br>2 col x 10.5"<br>21 col. inches | <b>1/12 PAGE</b><br>3.389" x 5.25"<br>2 col x 5.25"<br>10.5 col. inches | <b>1/16 PAGE</b><br>5.167" x 2.5"<br>3 col x 2.5"<br>7.5 col. inches  |
| <b>HALF PAGE</b><br>10.5" x 10.5"<br>6 col x 10.5"<br>63 col. inches | <b>1/4 PAGE H</b><br>10.5" x 5.25"<br>6 col x 5.25"<br>31.5 col. inches  | <b>1/6 PAGE H</b><br>10.5" x 3.5"<br>6 col x 3.5"<br>21 col. inches    | <b>1/8 PAGE V</b><br>3.389" x 8"<br>2 col x 8"<br>16 col. inches        | <b>LG. BIZ CARD</b><br>3.389" x 2.5"<br>2 col x 2.5"<br><b>MINI</b><br>1.611" x 2.5"<br>1 col x 2.5"<br>5 col. in./2.5 col. in. |

### COLUMN WIDTHS/ROP

| COLUMNS      | INCHES |
|--------------|--------|
| 1            | 1.611  |
| 2            | 3.389  |
| 3            | 5.167  |
| 4            | 6.945  |
| 5            | 8.723  |
| 6            | 10.5   |
| Double Truck | 23     |

### COLUMN WIDTHS/CLASS

| COLUMNS | INCHES |
|---------|--------|
| 1       | 1.078  |
| 2       | 2.256  |
| 3       | 3.433  |
| 4       | 4.611  |
| 5       | 5.789  |
| 6       | 6.967  |
| 7       | 8.144  |
| 8       | 9.322  |
| 9       | 10.5   |

### CONTACT INFORMATION

**The Courier-Gazette**  
 91 Camden St., Suite 403  
 Rockland, ME 04841  
 Tel: 207-594-4401  
 Fax: 207-594-1679

**The Camden Herald**  
 91 Camden St., Suite 403  
 Rockland, ME 04841  
 Tel: 207-236-8511  
 Fax: 207-236-2816

**The Republican Journal**  
 156 High St.  
 Belfast, ME 04915  
 Tel: 207-338-3333  
 Fax: 207-338-5498