



# Great Northwoods Journal

## AD INFORMATION SHEET

### AD SIZING & PRICING

**A full page of the Great Northwoods Journal is 5 col. x 15"**

1 col. is 1.867" or 11p2.4 wide

2 col. is 3.9" or 23p4.8 wide

3 col. is 5.933" or 35p7.2 wide

4 col. is 7.967" or 47p9.6 wide

5 col. is 10" or 60p wide

Full page = 5 col. x 15"

3/4 page = 5 col. x 11.25"

4 col. x 14"

1/2 page = 5 col. x 7.50"

4 col. x 9.50"

3 col. x 12.50"

2 col. x 15"

1/4 page = 5 col. x 3.75"

4 col. x 4.75"

3 col. x 6.25"

Business Card Size

= 2 col. x 2"

Use this to figure the cost of your ad:

$$\begin{array}{ccccccc}
 \$ & \underline{\hspace{2cm}} & \text{pci} & \times & \underline{\hspace{2cm}} & \times & \underline{\hspace{2cm}} & = & \$ & \underline{\hspace{2cm}} \\
 & \text{(rate)} & & & \# \text{ of col. wide} & & \# \text{ of inches high} & & \text{Ad Cost} & 
 \end{array}$$

Ads sent electronically need to be in .pdf format with fonts embedded. Any ads not sent as PDF files must be in Mac Quark (6.5 or earlier, and must include all fonts and graphics). Photos and graphics must be .tiff, .jpg or .eps files.

**COLOR ADS:** Spot Color ads must be created using CYAN and BLACK.

Process Color ads must be created using only CMYK (Cyan, Magenta, Yellow and Black).

**News and advertising items may be mailed or delivered to:**

Great Northwoods Journal, 98-B Main Street, Lancaster, NH 03584

Phone: 603-788-2660 Fax: 603-788-4470

Email: editor@greatnorthwoodsjournal.com or  
greatnorthwoodsjournal@myfairpoint.net