

Herald-Dispatch Column Sizes

Retail Broadsheet

COLUMN	INCHES
1.....	1.81
2.....	3.75
3.....	5.68
4.....	7.63
5.....	9.56
6.....	11.5
Full Page = 11.5" x 21.5"	
Double Truck = 24" x 21.5"	

Classified Broadsheet

COLUMN – INCHES	COLUMN – INCHES
1.....	1.03
2.....	2.19
3.....	3.36
4.....	4.51
5.....	5.68
6.....	6.85
7.....	8.01
8.....	9.18
9.....	10.33
10.....	11.5
Full Page = 11.5" x 21.5"	
Double Truck = 24" x 21.5"	

4 Column Tab

COLUMN	INCHES
1.....	2.21
2.....	5.04
3.....	7.65
4.....	10.25
Full Page = 10.25" x 11.5"	
Double Truck = 21.5" x 21.5"	

5 Column Tab

COLUMN	INCHES
1.....	1.92
2.....	4.00
3.....	6.08
4.....	8.17
5.....	10.25
Full Page = 10.25" x 11.5"	
Double Truck = 21.5" x 21.5"	

WAYNE CO NEWS & TRI-STATE WEEKLY SIZES ARE SAME AS H-D RETAIL & CLASS SIZES

Deadlines

RETAIL/CLASS DISPLAY

PUBLICATION DAY	AD DEADLINE
MONDAY.....	THURSDAY 5:30PM
TUESDAY.....	FRIDAY 5:30PM
WEDNESDAY.....	MONDAY 5:30PM
THURSDAY.....	TUESDAY 5:30PM
FRIDAY.....	WEDNESDAY... 5:30PM
SATURDAY.....	THURSDAY 5:30PM
SUNDAY.....	THURSDAY 4:00PM
SUNDAY STYLE.....	WEDNESDAY... 5:30PM
TV WEEK**.....	MONDAY..... 5:30PM

** 10 DAYS PRIOR TO PUBLICATION

CLASSIFIED LINE ADS

PUBLICATION DAY	AD DEADLINE
MONDAY.....	FRIDAY..... 5:30PM
TUESDAY.....	MONDAY..... 5:30PM
WEDNESDAY.....	TUESDAY 5:30PM
THURSDAY.....	WEDNESDAY... 5:30PM
FRIDAY.....	THURSDAY 5:30PM
SATURDAY.....	FRIDAY..... 5:30PM
SUNDAY.....	FRIDAY..... 5:30PM

WAYNE COUNTY NEWS

PUBLICATION DAY	AD DEADLINE
WEDNESDAY.....	MONDAY..... 3:00PM
SATURDAY.....	THURSDAY 3:00PM

SPECIAL SECTIONS

SPECIAL SECTION	AD DEADLINE
HERD GAMEDAY.....	TUESDAY 5:00PM
ENTERTAINMENT.....	TUESDAY 3:00PM
PUTNAM HERALD.....	TUESDAY 5:00PM
LEGAL AD.....	2 DAYS PRIOR 5:00PM
HOME BUYERS GUIDE**	MONDAY..... 5:00PM

** 12 DAYS PRIOR TO PUBLICATION

TRI-STATE WEEKLY

PUBLICATION DAY	AD DEADLINE
WEDNESDAY.....	ONE WEEK PRIOR

Artwork/Ad Specifications

ARTWORK

- Our output is 85 line screen and should be 200 dpi for production purposes
- ALL color ads needs to be converted to CMYK - BLACK should be 100%
- Smallest point size for black type is 8 point. - This is 8 point type
- Smallest point size for color and reversed type is 12 point. - This is 12 point type.
- **ACCEPTABLE FILES:** PDF, .jpg, .eps, .tiff - Please convert Colors to CMYK on all color files.

CAMERA READY/DIGITAL FILES/AD COPY

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AdSend: Contact Lisa Counts for instructions 304-526-6682

Creative Services

CONTACTS

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