

Classified Specs & Deadlines

TYPE SIZES

Character counts (approximate) apply to 6 column classified advertising with each column measuring 1.354" wide.

EXAMPLES

EXAMPLE OF LINAGE IN CAPS
ALLOW APPROXIMATELY 24
CAPS CHARACTERS PER LINE
Agate is a 1-line charge

Example of linage in lower case
Allow approximately 33
lower case characters per line
Agate is a 1-line charge

EXAMPLE OF BOLD LINAGE CAPS
ALLOW APPROXIMATELY 24
CAPS CHARACTERS PER LINE
**BOLD IS AN ADDITIONAL
CHARGE**
Agate is a 1-line charge

Example of bold linage in lower case
Allow approximately 33
lower case characters per line
Bold is an additional charge
Agate is a 1-line charge

10 POINT CAPS
Allow approximately 28 characters
per line when using all caps.
This is a 2-line charge

10 Point Upper/Lower Case
Allow approximately 31 characters
per line when using upper/lower case.
This is a 2-line charge

14 POINT CAPS
Allow approximately 25 characters
per line when using all caps.
This is a 3-line charge

14 Point U/L
Allow approximately 27 characters
per line when using upper/lower case.
This is a 3-line charge

18 POINT CAPS
Allow approximately 14 characters
per line when using all caps.
This is a 4-line charge

18 Point U/L
Allow approximately 16 characters
per line when using upper/lower case.
This is a 4-line charge

30 PT
Allow approximately 10 characters
per line when using all caps.
This is a 6-line charge

30 Point
Allow approximately 11 characters
per line when using upper/lower case.
This is a 6-line charge

MEASUREMENTS

A page is 8.75" wide by 11.5" deep.

Column widths

1 column = 1.354" or 97.50 points

2 columns = 2.833" or 204.00 points

3 columns = 4.313" or 310.50 points

4 columns = 5.788" or 417.00 points

5 columns = 7.271" or 523.50 points

6 columns = 8.75" or 630.00 points

Depth of columns = 161 lines

Column depths (minimum sizes)*

AGATE:

1 column = 4 agate lines

DISPLAY ADS within classified:

1 column = 28 agate lines

2 columns = 25 agate lines

3 columns = 50 agate lines

4 columns = 75 agate lines

5 or 6 columns = 100 agate lines

Any advertisement, 1 through 6 columns wide, measuring more than 147 lines in depth will be charged full columns.

One column inch equals 14 agate lines.

*Unless otherwise noted.

DEADLINES

Deadlines apply to new ad placements as well as cancellation or correction of running ads.

	RESERVATIONS, CHANGES + CANCELLATIONS	RECEIPT OF FINAL COPY
SUN	5 p.m. Thursday prior	5:30 p.m. Thursday prior
MON	5 p.m. Friday prior	5:30 p.m. Friday prior
TUE	5 p.m. Friday prior	5:30 p.m. Friday prior
WED	5 p.m. Monday prior	5:30 p.m. Monday prior
THU	5 p.m. Tuesday prior	5:30 p.m. Tuesday prior
FRI	5 p.m. Wednesday prior	5:30 p.m. Wednesday prior
SAT	5 p.m. Thursday prior	5:30 p.m. Thursday prior