The Current

GO • SEE • DO **JIM THORPE**

www.JimThorpeCurrent.com

MEDIA RATES
2018

"Your Jim Thorpe Area Community Newspaper"

3 Lehigh Avenue, #222 • Jim Thorpe, Pennsylvania 18229 • 570.399.1400

2018 rates

net retail rates

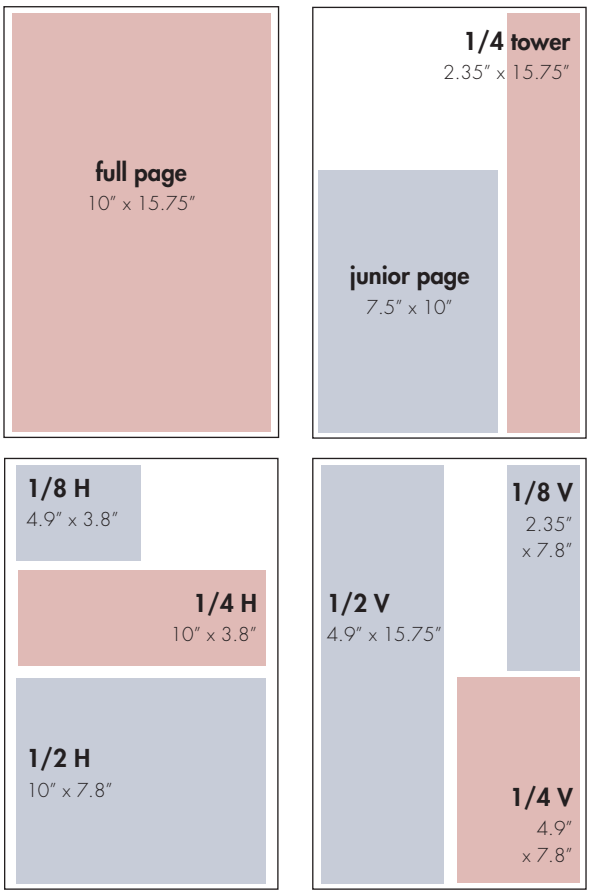
All rates are 4–color, per issue

ad size	3X rate	6X rate	12X rate
full page	595	545	495
junior page	495	445	395
1/2 pg	395	345	295
1/4 pg	295	245	195
1/8 pg	195	145	125

production charges

No charge to direct advertisers for straightforward ad composition. Intricate layout and design will be quoted on a per job basis.

mechanical specs



deadlines materials

Space deadline: the **5th** of the month prior to publication.

Materials deadline: the **10th** of the month prior to publication.

Cancellations: must be received by the space reservation deadline of the issue in which to be published.

Digital files submitted must be composite press-ready **CMYK pdf** (preferred), **jpg, tif** or **eps** file with all images at minimum of 300dpi (CMYK). Please include/embed all linked graphics and fonts (Illustrator files, convert text to outlines). Maximum ink density of 230-240 is best.

Production contact: Jenny (570) 399-1400 Jenny@JimThorpeCurrent.com

credit and conditions

Credit may be established once an application has been approved

Invoices are due and payable upon receipt.

All advertising must be approved by the publisher.

Publisher reserves the right to refuse any ad for any reason.

Advertisers and their agencies will indemnify, defend, and hold harmless from any claim and all loss, expense or liability arising out of the publication of any advertising copy.

The liability of the publisher for any error or omission or delay for which it may be held generally responsible, shall in no event exceed the cost of the space paid for and occupied by such individual.

GO • SEE • DO JIM THORPE
The CURRENT
Serving The Jim Thorpe Area
jimthorpecurrent.com | JULY 2018
Mauch Chunk Opera House Means Music
July sizzles with eclectic lineup
Pedestrian Bridge Dedicated in Jim Thorpe, Connects D&L trail
Welcome to "The Current"
Jim Thorpe Celebrate's The Fourth
Fireworks display set For July 7
The DELICATE ART of CRUSHING COTTON WITH IRON

For information regarding advertising in

GO • SEE • DO JIM THORPE
The CURRENT

Call
570-399-1400
or email **info@JimThorpeCurrent.com**

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