

# **The** **CURRENT** GO • SEE • DO **JIM THORPE**



[www.JimThorpeCurrent.com](http://www.JimThorpeCurrent.com)

## **MEDIA RATES** 2022



*"Your Jim Thorpe Area Community Newspaper"*

PO Box #222 • Jim Thorpe, Pennsylvania 18229 • 570.399.1400

# 2022 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

<p><b>full page</b> 10" x 15.75"</p>	<p><b>1/4 tower</b> 2.35" x 15.75"</p>
<p><b>junior page</b> 7.5" x 10"</p>	
<p><b>1/8 H</b> 4.9" x 3.8"</p>	<p><b>1/8 V</b> 2.35" x 7.8"</p>
<p><b>1/4 H</b> 10" x 3.8"</p>	<p><b>1/2 V</b> 4.9" x 15.75"</p>
<p><b>1/2 H</b> 10" x 7.8"</p>	<p><b>1/4 V</b> 4.9" x 7.8"</p>

## 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 JD@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.

**The Current** GO • SEE • DO JIM THORPE  
Serving the Jim Thorpe Area jimthorpecurrent.com | SEPTEMBER 2019

**Heritage Festival to Return to Mauch Chunk Lake Park**  
By Stephanie Hubert

**Jim Thorpe to Host Walk to End Alzheimer's**  
2019 event is world's largest dedicated to Alzheimer's care, support and research

**The American Legion Post 304 to Celebrate Centennial**

**stabin museum**  
FOOD ART DRINK 268 WEST BROADWAY 570.325.5588

For information regarding advertising in



Call Jay at

**917-957-1713**

or email [JD@JimThorpeCurrent.com](mailto:JD@JimThorpeCurrent.com)

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PO Box #222

Jim Thorpe, PA 18229

