

2022
Media Kit



REACHING 50,000 HOUSEHOLDS WEEKLY*

Locally owned since 1837, the Phoenix-Times Publishing Company is one of the oldest, continuously operated businesses in Rhode Island.

Our flagship newspaper, the BRISTOL PHOENIX, began publication 185 years ago, and today we're still going strong. Under the name East Bay Media Group we publish seven weekly newspapers and EastBayRI.com, a comprehensive news website covering the East Bay region of Rhode Island and southeastern Massachusetts. Some of our readers have been with us for generations, while new arrivals look to us as the trusted source for information about their new hometown.

We cover the local news, celebrate schools and sports, partner with area businesses, and deliver must-read local information. Our regional EastBayRI.com website breaks news daily, and our Weekender e-newsletter gives you the best guide to what's happening in the area.

We know our audience better than anyone — and you do too. We call them readers. You call them customers!



*CVC 2021 Readership Audit

Questions? Email: mhayes@eastbaymediagroup.com • Call: 401.424.9140
East Bay Media Group | 1 Bradford Street, Bristol, RI 02889 | 401.253.6000 | eastbayri.com

EastBay

MEDIA GROUP

EAST BAY NEWSPAPERS

- Barrington Times
- Bristol Phoenix
- Portsmouth Times
- Sakonnet Times
- East Providence Post
- Warren Times-Gazette
- Westport Shorelines
- East Bay Life
- East Bay Classifieds
- Special Sections

EAST BAY DIGITAL

- 70,000 unique visitors monthly
- 250,000 page views monthly
- 15,000+ newsletters sent weekly
- 30,000+ social media followers



SPECIALTY PUBLICATIONS

- Explore Bristol Visitors' Guide & Map
- Bristol Fourth of July Souvenir Book
- East Bay Holiday Guide
- East Bay Chamber of Commerce Membership & Resource Guide
- Distinctive Properties of the East Bay & South Coast



PRINT READERSHIP



	READERS
■ East Providence Post	18,400
■ Barrington Times	6,417
■ Warren Times-Gazette	3,732
■ Bristol Phoenix	8,206
■ Portsmouth Times	8,360
■ Sakonnet Times	6,407
■ Westport Shorelines	2,777
■ TOTAL WEEKLY READERS	54,299

DEMOGRAPHICS *

Who reads us...

57%
are women

77%
are ages 25-64

65%
have household incomes \$75k+

50%
are college graduates

How do they spend their money...

71% frequently purchase goods and services from East Bay Media Group advertisers

- 32% are making Home Improvements
- 45% are buying Home Furnishings
- 32% are buying Lawn & Garden supplies
- 60% are taking vacations
- 27% are visiting a veterinarian
- 11% are looking for real estate
- 45% are using a tax advisor
- 25% are buying jewelry
- 28% are choosing a florist
- 20% are buying a major home appliance
- 24% are buying a car
- 54% are buying auto accessories
- 70% are buying clothes
- 39% are visiting a fitness club or exercise class
- 82% are dining out

*CVC 2021 Readership Audit

PRINT ADVERTISING RATES (PER PAPER)

East Providence Post

AD SIZE	COLOR
Full Page	\$1,350
Half Page	\$680
1/3 Page	\$475
1/4 Page	\$365
1/6 Page	\$265
1/8 Page	\$195
1/10 Page	\$140

Barrington Times or Bristol Phoenix or Portsmouth Times or Sakonnet Times

AD SIZE	COLOR
Full Page	\$1,090
Half Page	\$545
1/3 Page	\$375
1/4 Page	\$295
1/6 Page	\$210
1/8 Page	\$160
1/10 Page	\$130

Warren Times-Gazette or Westport Shorelines

AD SIZE	COLOR
Full Page	\$950
Half Page	\$500
1/3 Page	\$345
1/4 Page	\$260
1/6 Page	\$175
1/8 Page	\$135
1/10 Page	\$110

East Bay Life (appears in all newspapers)

AD SIZE	RATES	DINING OUT
Full Page	\$1,495	\$1,200
Half Page	\$995	\$700
1/3 Page	\$800	\$480
1/4 Page	\$610	\$360
1/6 Page	\$410	\$250
1/8 Page	\$310	\$195
1/10 Page	\$250	\$160

FRONT PAGE ADVERTISING (Available on All Newspapers):

- Sky Box (4.2" x 1.7") - \$325
- Bottom Banner (7.148" x 1.25") - \$275
- Block Ad (3.5" x 4.1") - \$275
Portsmouth Times & East Providence Post only

FREQUENCY DISCOUNTS

6x 5% <small>*Within 3 mos.</small>	12x 10% <small>*Within 6 mos.</small>	26x 15% <small>*Within 12 mos.</small>	52x 20%
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Please inquire about dollar volume discounts.

ADVERTISING DEADLINES

- East Bay Life: Monday, 10 a.m.
- Barrington Time: Monday, 12 p.m.
- East Bay Classifieds: Monday, 12 p.m.
- Warren Times-Gazette: Monday, 12 p.m.
- Westport Shorelines: Monday, 12 p.m.
- Sakonnet Times: Monday, 12 p.m.
- East Providence Post: Monday, 12 p.m.
- Portsmouth Times: Monday, 12 p.m.
- Bristol Phoenix: Monday, 12 p.m.

PRINT ADVERTISING RATES - NEWSPAPER COMBINATIONS

	Full Page COLOR	1/2 Page COLOR	1/3 Page COLOR	1/4 Page COLOR	1/6 Page COLOR	1/8 Page COLOR	1/10 Page COLOR
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Bristol County

Barrington Times, Warren Times-Gazette, Bristol Phoenix

	\$1,995	\$1,102.50	\$787.50	\$588	\$399	\$315	\$231
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Barrington + East Providence

Barrington Times, East Providence Post

	\$1,995	\$1,102.50	\$787.50	\$588	\$399	\$315	\$231
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Bristol County + East Providence

Barrington Times, Warren Times-Gazette, Bristol Phoenix, East Providence Post

	\$2,940	\$1,653.75	\$1,181.25	\$887.25	\$603.75	\$451.50	\$330.75
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Barrington + Warren

Barrington Times, Warren Times-Gazette

	\$1,417.50	\$724.50	\$483	\$362.25	\$241.50	\$183.75	\$147
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Bristol + Warren

Bristol Phoenix, Warren Times-Gazette

	\$1,417.50	\$724.50	\$483	\$362.25	\$241.50	\$183.75	\$147
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Barrington + Bristol

Barrington Times, Bristol Phoenix

	\$1,522.50	\$819	\$588	\$441	\$304.50	\$241.50	\$178.50
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Newport County

Portsmouth Times, Sakonnet Times, Westport Shorelines

	\$1,732.50	\$945	\$651	\$493.50	\$330.75	\$246.75	\$199.50
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Sakonnet + Westport

Sakonnet Times, Westport Shorelines

	\$1,417.50	\$724.50	\$483	\$362.25	\$241.50	\$183.75	\$147
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Sakonnet + Portsmouth

Sakonnet Times, Portsmouth Times

	\$1,470	\$819	\$588	\$441	\$304.50	\$241.50	\$178.50
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Portsmouth + Bristol

Portsmouth Times, Bristol Phoenix

	\$1,470	\$819	\$588	\$441	\$304.50	\$241.50	\$178.50
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All Newspapers

Barrington Times, Warren Times-Gazette, Bristol Phoenix, East Providence Post, Portsmouth Times, Sakonnet Times, Westport Shorelines

	\$3,675	\$1,890	\$1,260	\$997.50	\$682.50	\$525	\$378
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All RI Newspapers

	\$3,491.25	\$1,795.50	\$1,197	\$947.62	\$648.37	\$498.75	\$359.10
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PRINT ADVERTISING RATES – EAST BAY CLASSIFIEDS

East Bay Real Estate appears weekly in all seven newspapers, featuring house listings, open houses, property sales, agent profiles and House of the Week.



East Bay Real Estate	
AD SIZE	PRICE
Full Page	\$1,100
Half Page	\$650
1/4 Page	\$425
1/6 Page	\$320
1/8 Page	\$240
1/12 Page	\$165
1/18 Page	\$110
1/24 Page	\$90
1/36 Page	\$70
Agent Special (1/12 Page)	\$99
RE Resources Directory (1/18 Page)	\$70

*All Ads run in full color.

East Bay Classifieds appears weekly in all 7 newspapers, featuring autos, services, home improvement and hundreds of local businesses.



East Bay Classifieds	
AD SIZE	PRICE
Full Page	\$1,100
Half Page	\$650
1/4 Page	\$425
1/6 Page	\$320
1/8 Page	\$240
1/12 Page	\$165
1/18 Page	\$110
1/24 Page	\$90
1/36 Page	\$70
Used Car Directory	\$20/car
Service Directory	\$36

*All Ads run in full color.

Legal Advertisements

- \$19.50 per column inch, per newspaper
- Probate Listings: \$15 per listing, per week

LEGAL NOTICE

**STATE OF RHODE ISLAND
PROBATE COURT OF THE
TOWN OF BRISTOL, RI
NOTICE OF MATTERS PENDING
AND FOR HEARING IN SAID COURT**

The Court will be in session at the Town Hall, 10 Court Street, on the dates specified in notices below at 9:15 AM, for hearing said matters:

KALLMAN, SKYLAR ANN, change of name
Change of name to Acker Ray Kallman; for hearing January 21, 2020.
January 2, 9, & 16, 2020

GARTE, ANNEAL FRANCIS nee Abigail Aya
Frances M. Haggan, adoption.
Adoption by Stephen C. Fischer; for hearing January 21, 2020.
January 2, 9, & 16, 2020

PACIENCO, THERESA JOAN, estate.
Gilbert A. Pacienza, has qualified as executor; creditors must file their claims in the office of the probate clerk within the time required by law beginning January 9, 2020.
January 9, 16 & 23, 2020

DARORA, JOSE CARLOS, change of name.
Notice is hereby given that the name of the above named resident of Bristol was on January 7, 2020 changed to Joseph Carlos DeFazio.
January 9, 16 & 23, 2020

ALLIN, WENDY A., estate.
Cecilia Allen of Stamford, Connecticut, has qualified as executor and has appointed William P. Derulis of 576 Metacom Avenue Unit 2, Bristol as her agent in Rhode Island; creditors must file their claims in the office of the probate clerk within the time required by law beginning January 9, 2020.
January 9, 16 & 23, 2020

HUND, VIRGINIA B., estate.
Richard Hurd, has qualified as executor; creditors must file their claims in the office of the probate clerk within the time required by law beginning January 9, 2020.
January 9, 16 & 23, 2020

WILSON, NANCY ELIZABETH BERSON, change of name.
Notice is hereby given that the name of the above named resident of Bristol was on January 7, 2020 changed to Nancy Elizabeth Berson.
January 9, 16 & 23, 2020

Richard B. Allinista, Probate Judge
Louis P. Carlio, CMAC, Probate Clerk

Individuals requesting holographic services for the hearing impaired must notify the Town Clerk's office at 253-7000, 72 hours prior to said hearing.

Obituaries

\$175 (for up to 200 words), includes photo.
Additional Words: .75 each

Frances A. Marszalek

Liked needlepoint and time with family, bowling and reading
Frances A. (Morrissey) Marszalek, 93, of Bristol, died Sunday Dec. 29, 2019, at R.I. Hospital in Providence.

She was the wife of the late John Marszalek.

She was born in Providence, a daughter of the late Byron and Frances (Fillessey) Morrissey.

Frances had worked for the former I. S. Handkerker in the Warren in the State Department for many years.

She lived in Bristol for 17 years after coming from Warren. A parishioner of Our Lady of Mount Carmel Church, she was a member of the Benjamin Church Tenants Association.

She also was member of the Bristol Senior Center. She liked doing needlepoint, and spending time with her children, grandchildren and great-grandchildren. She was an avid reader.

She was in the bowling league a Dudek's for many years, where she had the high average often.

Mrs. Marszalek is survived by her children, Stephen Marszalek and his wife Susan (Migliaccio) of Barrington, John Marszalek and his wife Jennifer (Carter) of Rindge, New Hampshire.

She was the grandmother of Jarred, Jenna, Shannon, Scott and...

She is also survived by many nieces and nephews.

Frances was the sister of the late Mary Calisto, Eleanor Ulmschneider, Anna Ulmschneider, Margaret Abbruzzi and Gertrude Marszalek.

A Mass of Christian Burial was held Friday, Jan. 3, 2020, in Our Lady of Mount Carmel Church, 141 State St., Bristol.

Burial followed in St. Jean the Baptist Cemetery, Vernon Street, Warren. Gifts in her memory may be made to Rogers Free Library, 525 Hope St., Bristol, RI 02809.

Arrangements by Smith Funeral and Memorial Services.
www.wjmsmith.com



SAMPLE

In Memoriam Advertisements

1st Anniversary

Name
Dates

Photo

Message
xxxxxxxxxxxxxxxxxxxx

- 1/10 Page \$120
- 1/12 Page \$110
- 1/16 Page \$80
(actual size shown at left)

*Larger sizes also available.

NEWSPAPER INSERTS

There are two ways to insert your message as a separate piece within our newspapers...

PRE-PRINTED INSERTS

You design and print them, and we mail them out

- Minimum Size: 5" x 7" Maximum size: 10.5" x 14.5"
- Minimum charge: \$150
- Inserts weighing more than 1 ounce will be charged additionally
- Reservation and delivery 10 days before run date
- Cannot have postal indicia (indicia will be covered at your expense), business reply is acceptable

- 1-3 Publications \$55/thousand
- 4-7 Publications \$45/thousand

EBN INSERTS

We design and print them.

- 4-Color Inserts will be 70# White Paper
- Reservation and copy 14 days before run date
- \$50 handling charge, per week, to schedule multiple weeks.

1 Color / 1 Side		4 Colors / 1 Side	
QUANTITY	PRICE/1,000	QUANTITY	PRICE/1,000
1,500-4,999	\$110	1,500-4,999	\$180
5,000-9,999	\$100	5,000-9,999	\$150
10,000+	\$90	10,000+	\$100

4 Color / 2 Sides	
QUANTITY	PRICE/1,000
1,500-4,999	\$225
5,000-9,999	\$175
10,000+	\$175

FRONT PAGE TAB-ONS

These ads leave a lasting impression — they stick to the front page of every newspaper.

Measurement: 3" x 3"
Full Color



Ad copy cannot change. One sticker per newspaper per week.
Run dates on a first-come, first-served basis.

Under 5,000 Quantity/Week

- Flat \$550 charge

5,000 - 10,000 Quantity/Week

- \$115 per thousand
- Additional \$80 per publication set-up charge
- \$50 handling fee per week, per publication to break the order into different weeks

10,000 and above Quantity/Week

- \$90 per thousand
- Additional \$80 per publication set-up charge
- \$50 handling fee per week, per publication to break the order into different weeks

FOCUS ON BUSINESS

Showcase your business with a story from one of our writers. With a 10-week contract, you get your story once and your ad every week in all seven of our newspapers.

Ad size: 2.5" x 2.5"

RATE: 10 Weeks - \$95/week print and online

Caregivers provide non-medical services to seniors in their own home.

Need help with a loved one, call 401-434-6727



1240 Pawtucket Ave, Rumford, RI

2022 EAST BAY NEWSPAPERS ADVERTISING SPECIAL SECTIONS

SECTION TITLE	ADVERTISING DEADLINE	PUBLICATION DATE	PLACEMENT
Winter Advertising Blow Out - 1/2 Price Ads	January	January	All Pubs
Local Experts	January 26	February 2-3	East Bay Life
East Bay Homes — Love Your Home	February 2	February 9-10	Short Tab Section
Valentines Day Page	February 4	February 9-11	East Bay Life
Business Anniversaries	February 11	February 16-17	East Bay Classifieds
Distinctive Homes of the East Bay & South Coast	March 11	April 13-14	Glossy Magazine
Summer Camp Guide	March 9	March 16-17	Short Tab Section
Summer Camp Directory	March 9	March 16-17	Runs in Camp Guide Section
2022 Red Sox Schedule	April 1	April 6-7	East Bay Classifieds
Spring Home Improvement	April 6	April 13-14	Short Tab Section
East Bay Local Experts	April 14	April 21-22	East Bay Life
Summer Camp Directory	April (Every Week)	April (Every Week)	East Bay Life
Bristol Fourth of July Souvenir Book	May 13	June 15-16	Glossy Magazine
Summer Camp Directory	May (Every Week)	May (Every Week)	East Bay Life
Explore Bristol Map	February 25	May 13	Glossy Map
East Bay Homes — Buyers' Guide	May 11	May 18-19	Short Tab Section
Summer Camp Directory	June (Every Week)	June (Every Week)	East Bay Life
High School Graduation Pages	June 1	June 15-16	In Local Newspapers
Bristol Fourth of July Parade Order of March	June 22	June 29-30	Short Tab Section
Fireworks Fun Guide	June 22	June 29-31	In Parade Order of March
East Bay Local Experts	July 6	July 13-14	East Bay Life
East Bay Family Businesses	July 6	August 3-4	Short Tab Section
Distinctive Homes of the East Bay & South Coast	July 8	August 10-11	Glossy Magazine
East Bay Homes - Market Report	August 31	September 7-8	Short Tab Section
2022 Patriots Schedule	September 2	September 7-8	East Bay Classifieds
East Bay Local Experts	September 9	September 14-15	East Bay Life
2022 Guide to Private Schools	September 14	September 21-22	Short Tab Section
Women In Business	September 15	September 21-22	East Bay Life
Fall Home Improvement	September 28	October 7-8	Short Tab Section
Breast Cancer Awareness	October 7	October 12-13	East Bay Classifieds
Halloween Safety	October 21	October 26-27	East Bay Classifieds
First Responders Recognition Page	October 21	October 26-27	East Bay Classifieds
Barrington Invitational Soccer Tournament	October	November	Short Tab Section
Local Experts	November 2	November 11-12	East Bay Life
Thanksgiving Greetings	November 11	November 16-17	East Bay Classifieds
Small Business Saturday	November 17	November 22-23	East Bay Life
Love to Shop Local	December 3	December 7-8	East Bay Life
Distinctive Homes of the East Bay & South Coast	November 4	December 8-9	Glossy Magazine
Holiday Greetings Page	December 10	December 14-15	East Bay Classifieds

NOTE: Special Sections (not Focus Sections) will appear in their original form (in the .pdf viewer) at EastBayRI.com for one year

EAST BAY DIGITAL

Our website breaks news daily and attracts nearly 50,000 visitors per month.
Buy a banner ad, post a sponsored story or hit more than 15,000 In-Boxes with our email newsletters.

EASTBAYRI.COM

- 50,000 unique visitors per mo.
- 250,000 page views per mo.

SIZE	PRICE
300 x 600	\$120 per week
728 x 90	\$100 per week
300 x 250	\$100 per week

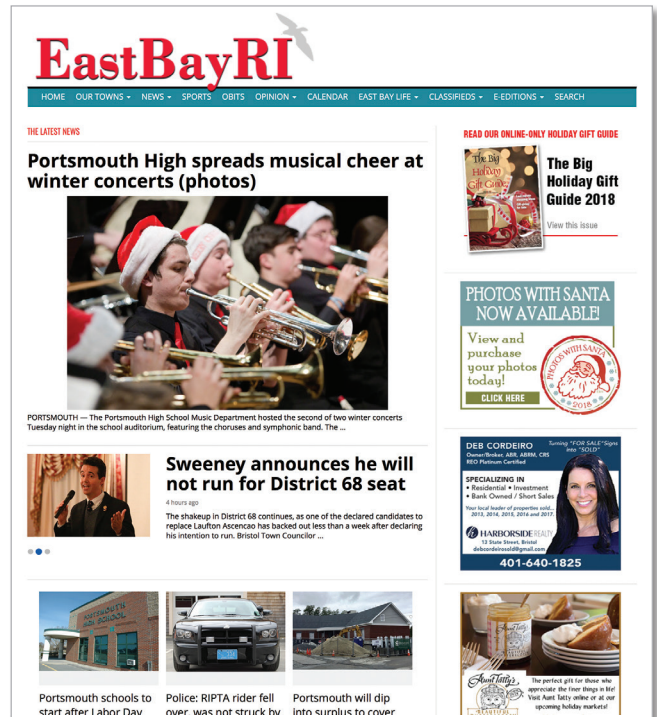
- * Geographically targeted positions available for an additional cost.
- * Prices are for 10,000 impressions per week.

- **Sponsored Content - \$100/story**
Post your own story to EastBayRI.com.
Stays online permanently.

EAST BAY SOCIAL

Extend the reach of your social media presence and grow your social audience. Automatically posts your Facebook content to eastbayri.com every time you post.

- \$50 per month
- \$249 for 6 months
- \$399 for 12 months



EAST BAY NEWSLETTERS

Emailed newsletters reaching 15,000 in boxes each week. Place your banner ad on our content rich and targeted electronic newsletters.

- \$50 per week

THE WEEKENDER

Your weekly guide to what's happening this weekend!

- **Banner Ad \$50**
- **Sponsored Listing \$15**

PRINT ADVERTISING SPECIFICATIONS

DISPLAY

4-Column Sizes

1 Col	2.583
2 Col	5.333
4 Col	10.83

DISPLAY AD SIZES

	Col. SIZE	Dimensions
Full Page	4x14	10.83 x 14.7
Half Page H	4x7	10.83 x 7.3
Half Page V	2x14	5.333 x 14.7
1/3 Page H	4x4.8	10.83 x 4.8
1/3 Page V	3x9	8.0833 x 9
Qtr. Page H	4x3.5	10.83 x 3.5
Qtr. Page V	2x7	5.333 x 7.3
1/6 Page H	4x2.4	10.83 x 2.4
1/6 Page V	2x4.8	5.333 x 4.8
1/8 Page H	2x3.5	5.333 x 3.5
1/8 Page V	1x7	2.583 x 7.3
1/10 Page H	2x2.8	5.333 x 2.8
1/10 Page V	1x5.25	2.583 x 5.25
1/12 Page H	2x2.3	5.333 x 2.3
1/12 Page V	1x4.8	2.583 x 4.8
1/16 Page V	1x3.5	2.583 x 3.5

CLASSIFIED/REAL ESTATE 6-Column Sizes

1 Col	1.667
2 Col	3.5
3 Col	5.333
6 Col	10.83

CLASSIFIED AD SIZES

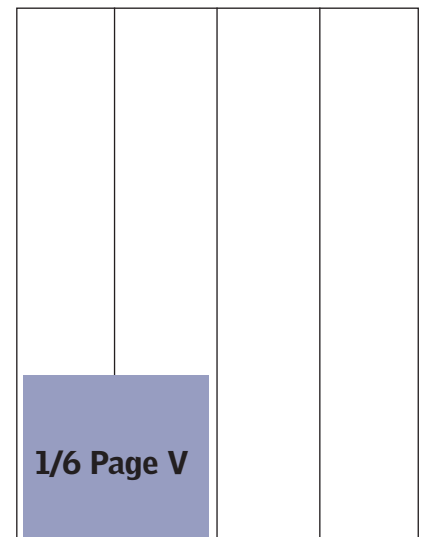
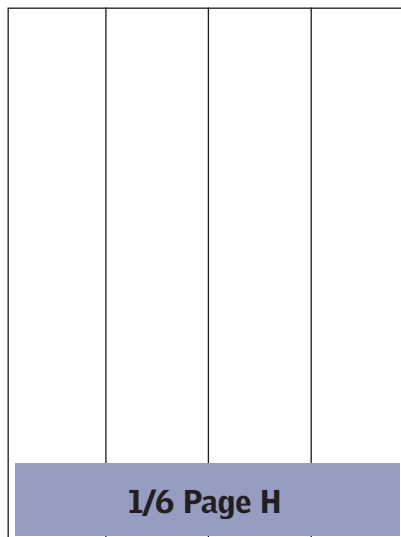
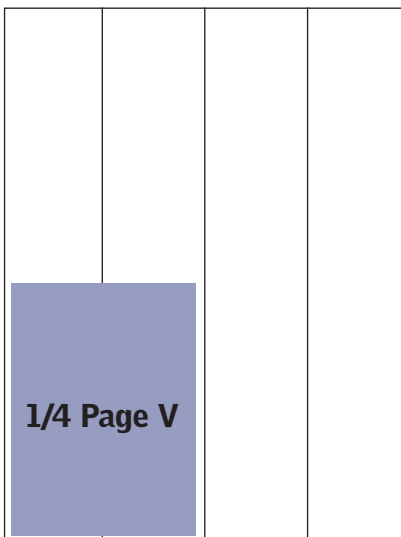
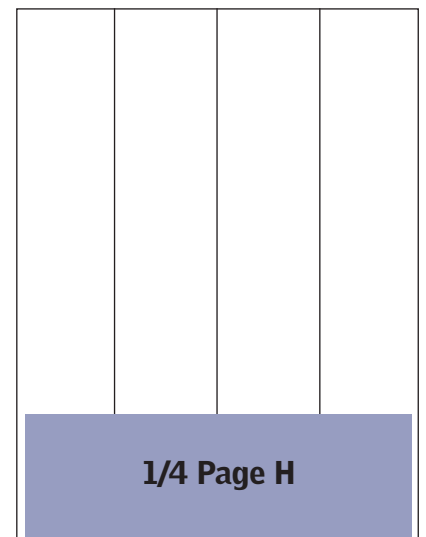
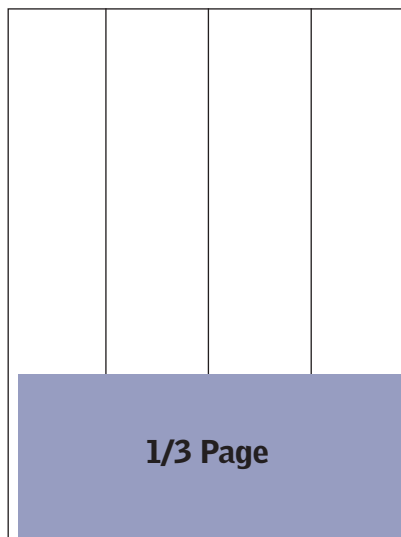
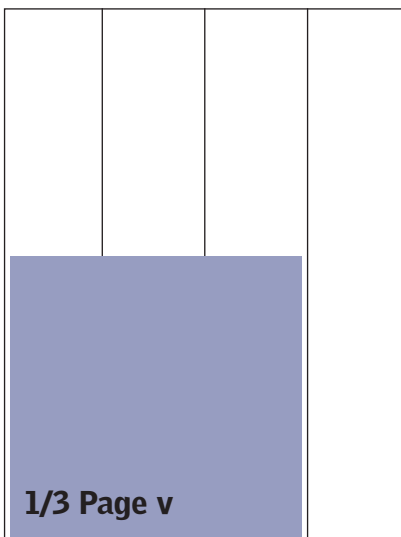
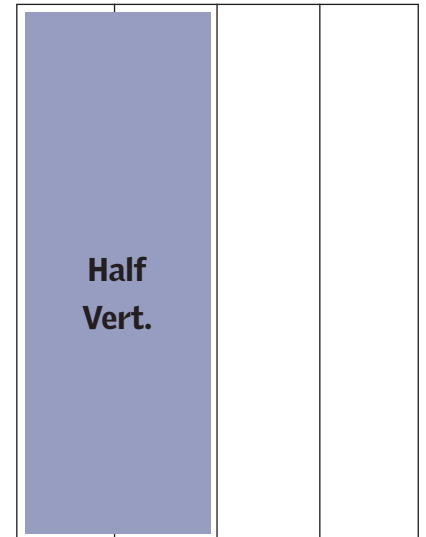
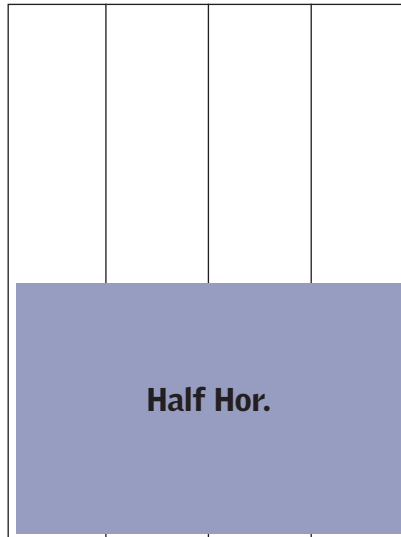
	Col. SIZE	Dimensions
Full Page	6x14	10.83 x 14.7
Half Page H	6x7	10.83 x 7.3
Half Page V	3x14	5.333 x 14.7
1/12 Page H	2x3.5	3.5 x 3.5
1/12 Page V	1x7	1.667 x 7.3
1/18 Page H	2x2.3	3.5 x 2.3
1/18 Page V	1x4.7	1.667 x 4.7
1/24 Page V	1x3.5	1.667 x 3.5
1/36 Page	1x2.3	1.667 x 2.3

REAL ESTATE AD SIZES

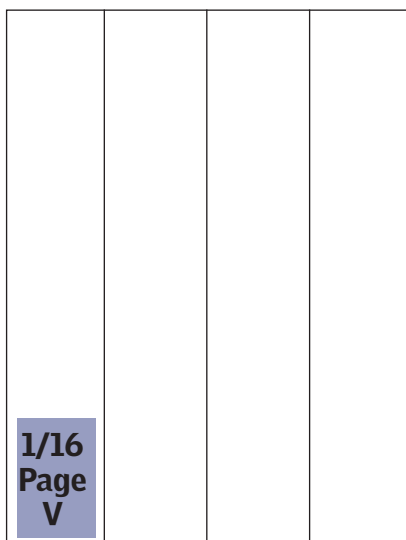
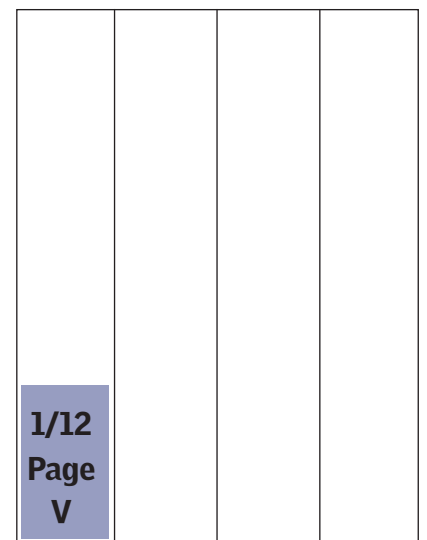
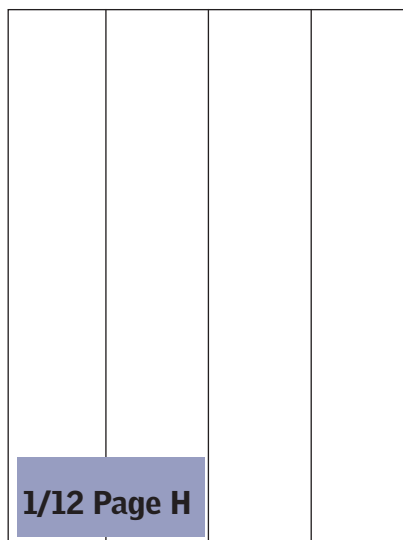
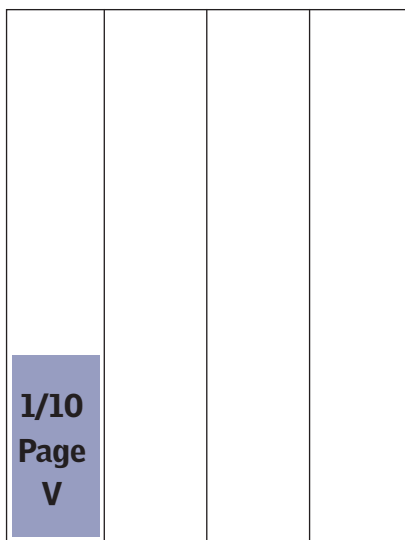
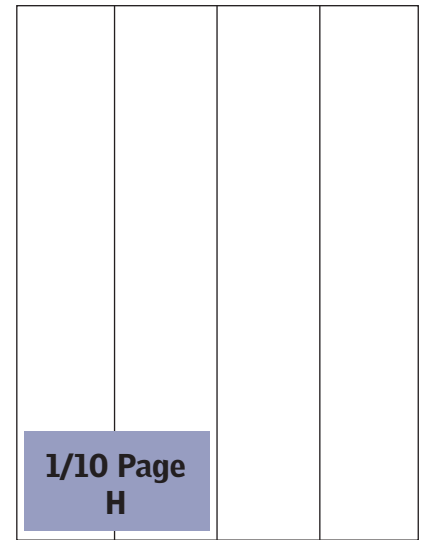
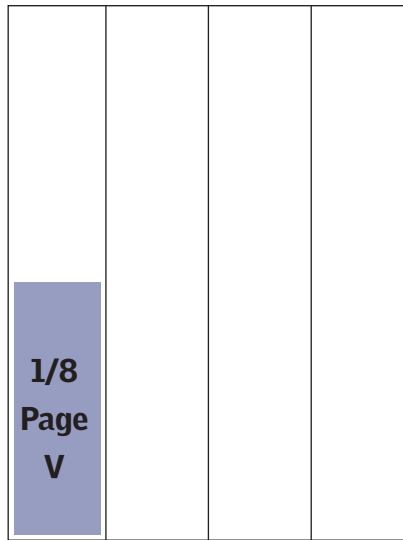
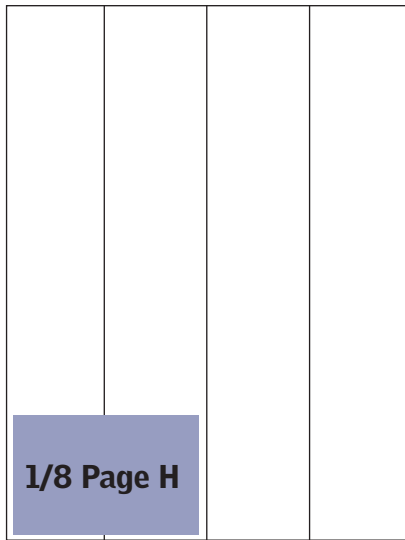
	Col. SIZE	Dimensions
Full Page	6x14	10.83 x 14.7
Half Page H	6x7	10.83 x 7.3
Half Page V	3x14	5.333 x 14.7
1/4 Page H	6x3.5	10.83 x 3.5
1/4 Page V	3x7	5.333 x 7.3
1/6 Page H	6x2.4	10.83 x 2.4
1/6 Page V	2x7	3.5 x 7.3
1/6 Page (square)	3x4.8	5.333 x 4.8
1/8 Page	3x3.5	5.333 x 3.5
1/12 Page H	2x3.5	3.5 x 3.5
1/12 Page V	1x7	1.667 x 7.3
1/18 Page H	2x2.3	3.5 x 2.3
1/18 Page V	1x4.7	1.667 x 4.7
1/24 Page	1x3.5	1.667 x 3.5
1/36 Page	1x2.3	1.667 x 2.3

*Final Newspaper pages are reduced by less than 10% for printing

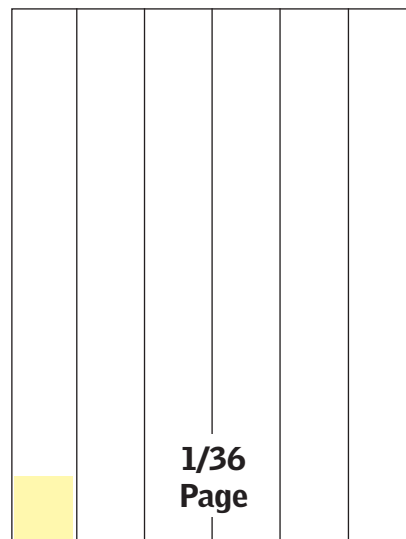
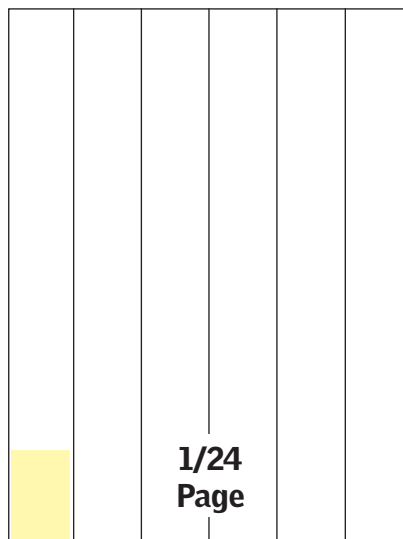
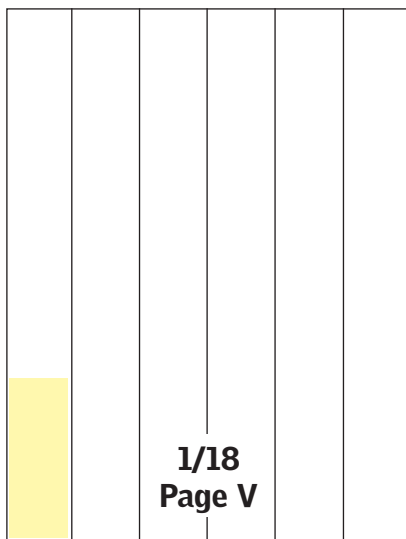
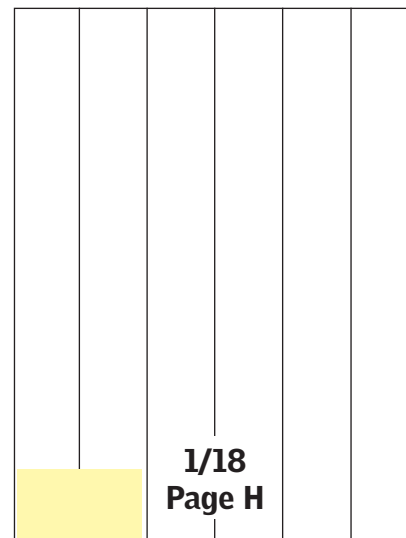
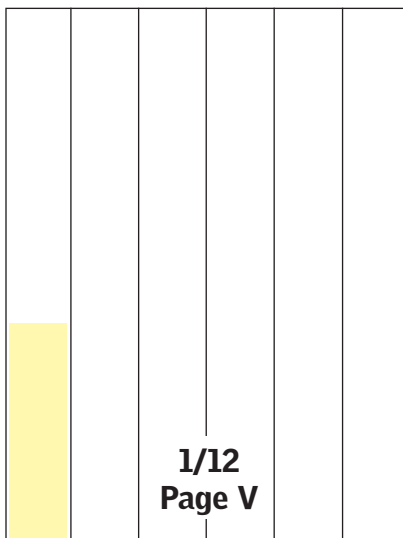
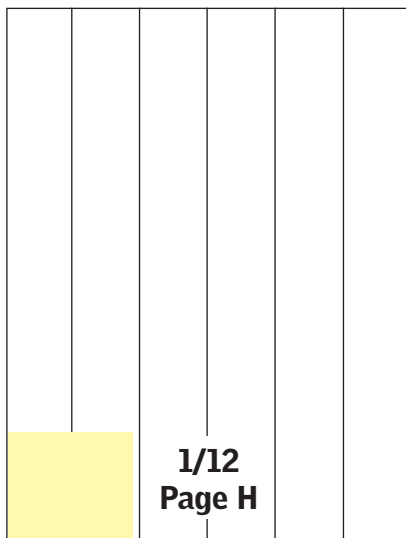
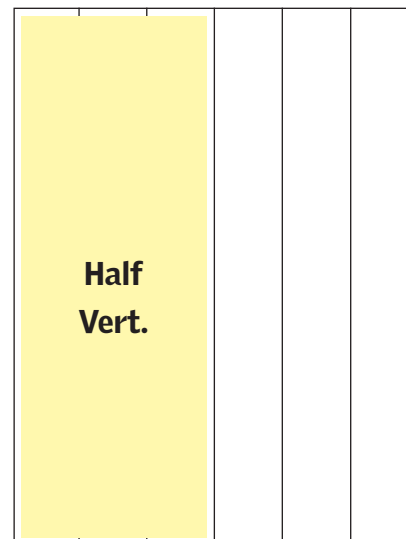
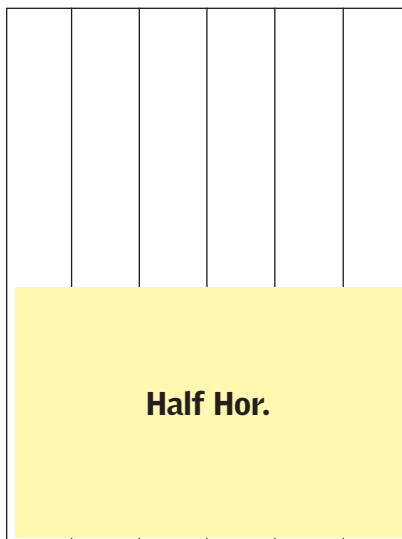
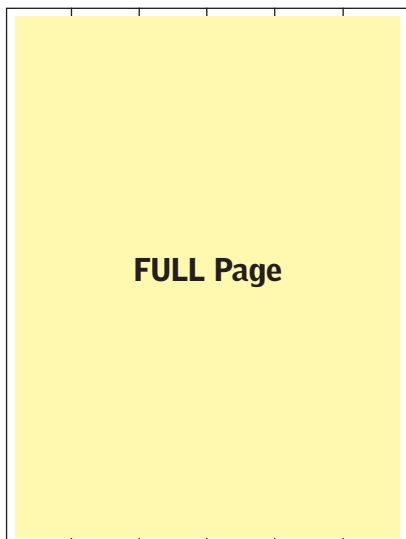
DISPLAY PRINT ADVERTISING SIZES - 4 COLUMN



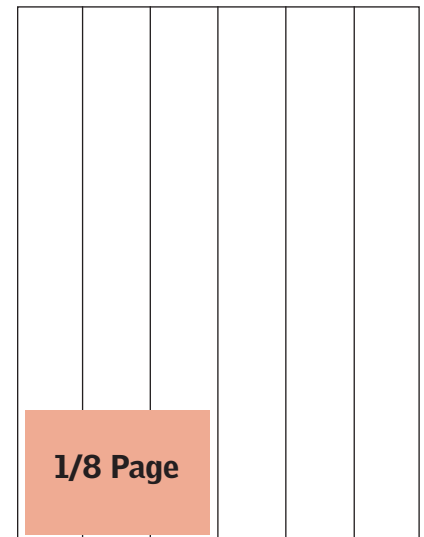
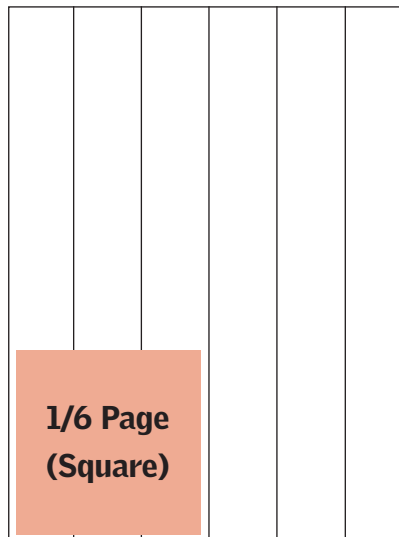
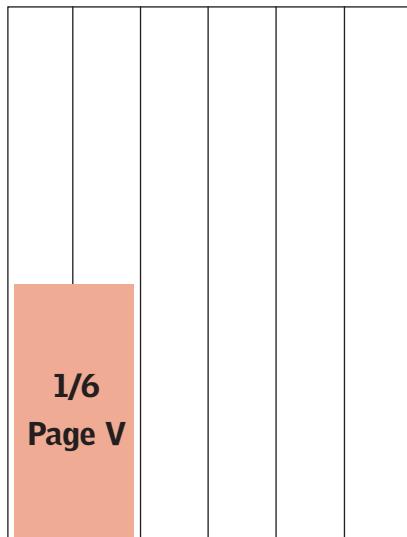
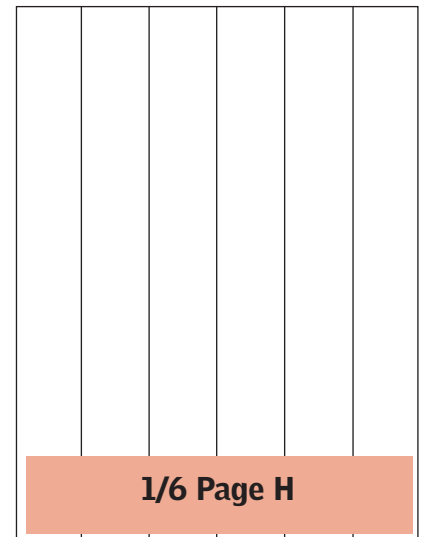
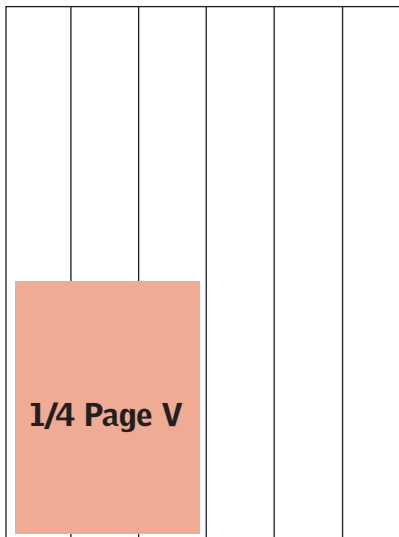
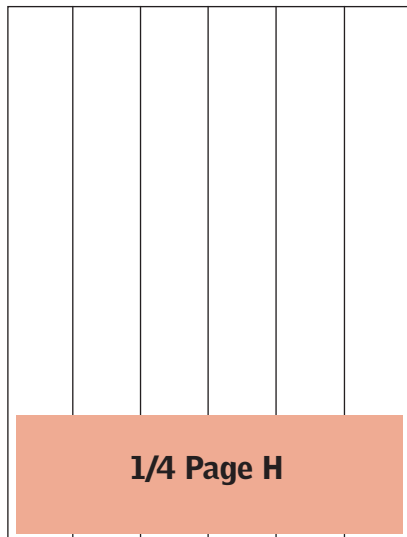
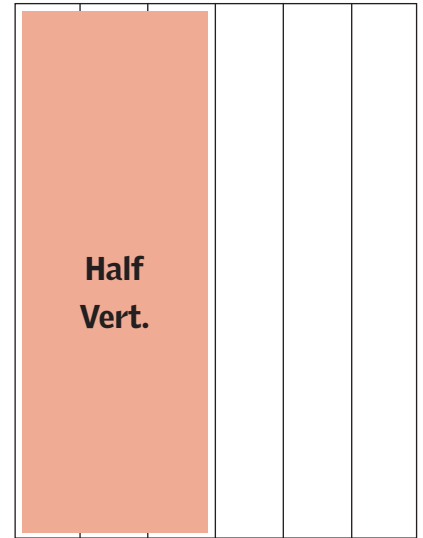
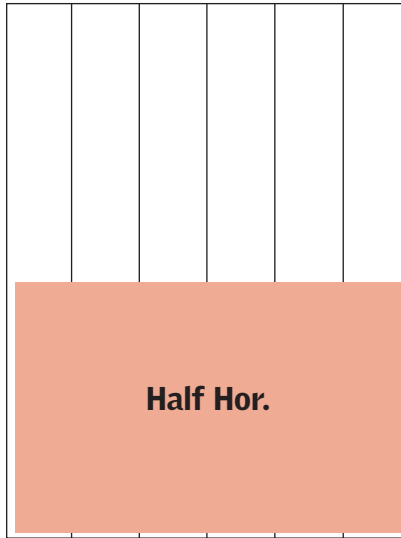
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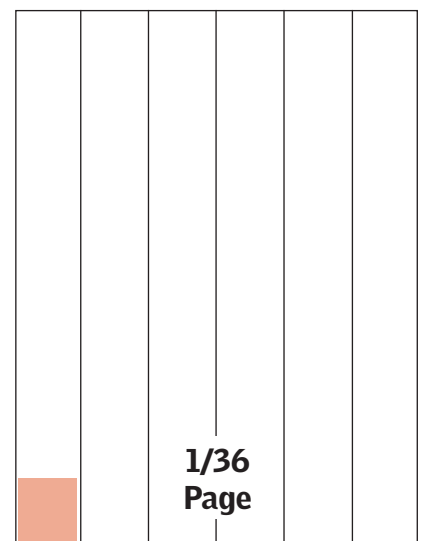
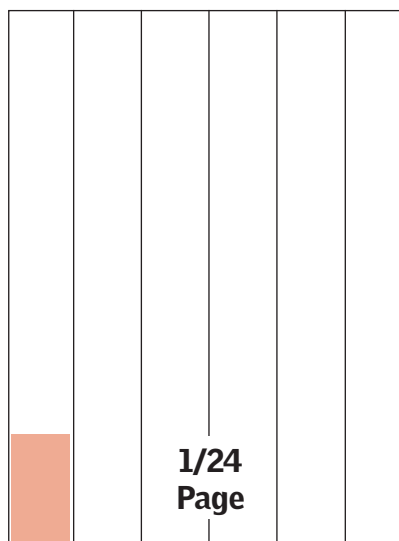
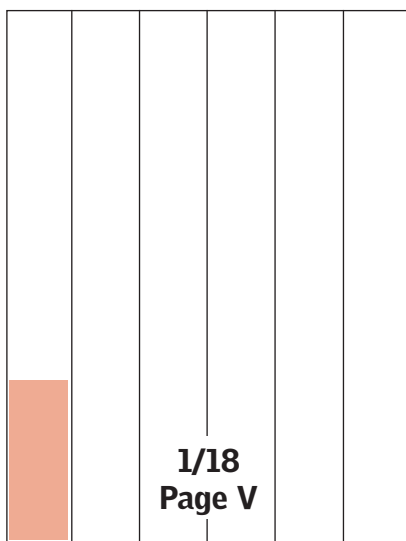
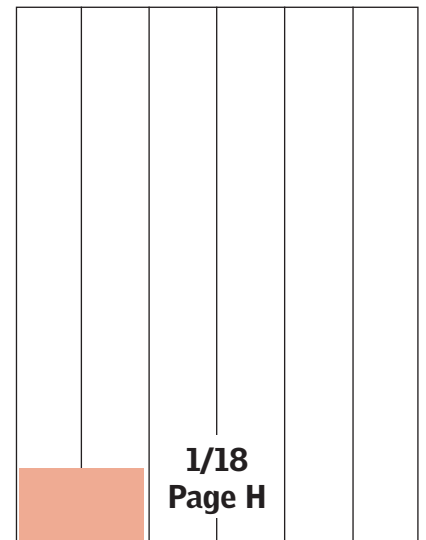
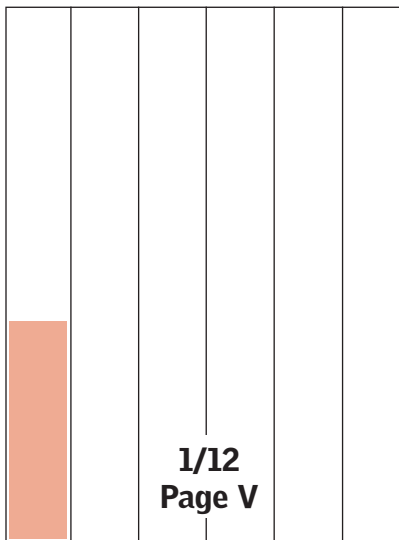
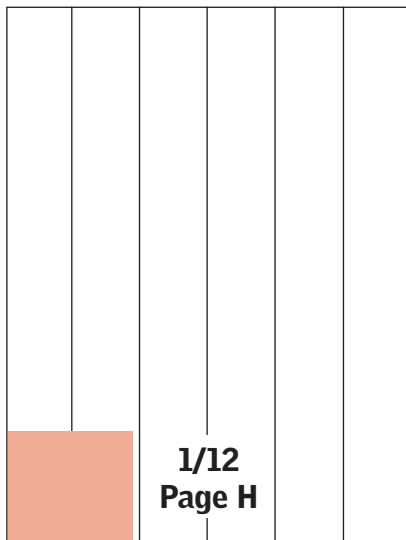
CLASSIFIED PRINT ADVERTISING SIZES - 6 COLUMN



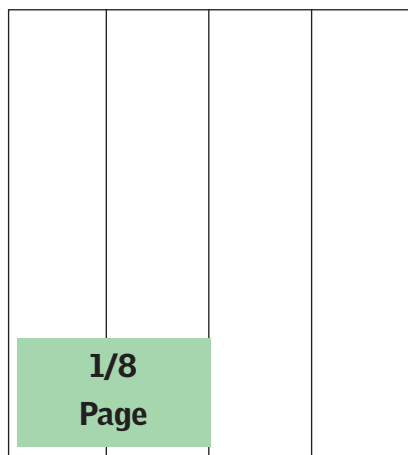
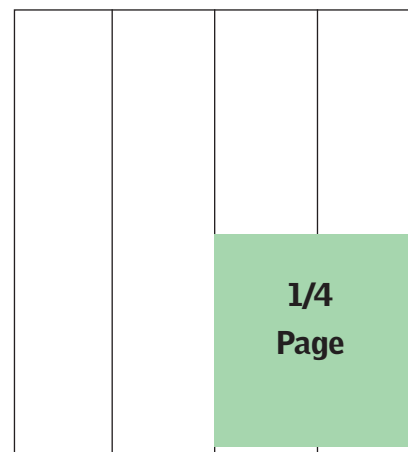
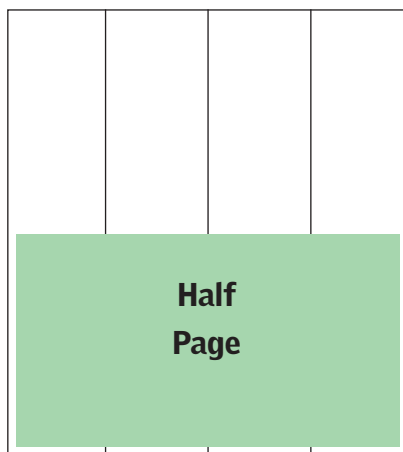
REAL ESTATE PRINT ADVERTISING SIZES - 6 COLUMN



REAL ESTATE PRINT ADVERTISING SIZES - 6 COLUMN



SPECIAL SECTION PRINT ADVERTISING SIZES - SHORT TAB



- Full Page 9.75" x 10.63"
- Half Page 9.75" x 5.2"
- 1/4 Page 4.79" x 5.2"
- 1/8 Page 4.79" x 2.5"