

# NEW SIZES

## NOVEMBER 30, 2010

### CLASSIFIED:

10 col x 20"

Classified	Inches
1 column	0.975"
2 columns	2.006"
3 columns	3.036"
4 columns	4.067"
5 columns	5.097"
6 columns	6.128"
7 columns	7.158"
8 columns	8.189"
9 columns	9.219"
10 columns	10.25"

**Double Truck**  
**21 col 21.25"**

### DISPLAY:

6 col x 20"

Display	Inches
1 column	1.608"
2 columns	3.336"
3 columns	5.065"
4 columns	6.793"
5 columns	8.521"
6 columns	10.25"

**Double Truck**  
**13 col 21.25"**

### TABLOID:

5 col x 10.25"

	Inches
1 column	1.806"
2 columns	3.792"
3 columns	5.778"
4 columns	7.75"
5 columns	9.75"

### Modular Tabloid

Size	Inches
Full Page	9.75 x 10.25
1/2 Page	9.75 x 5.25
1/4 Page	4.85 x 5.25
1/8 Page	4.85 x 2.60

### Pony

	Inches
Full Page	7.50" x 9.00"
1/2 Page	7.50" x 4.25"
1/4 Page	3.5" x 4.25"

Complete ad copy, artwork and IOs are due at deadline.

All CC accounts are payable at deadline. Preprint orders require 10 working days prior to publication & all inserts must be received seven working days prior to run date.

DAY OF PUBLICATION	AD COPY & ORDER DEADLINE	FINAL AD - OK DEADLINE
Monday	Thursday 4:00 p.m.	4 pm daily
Tuesday	Friday 10:00 am	4 pm daily
Wednesday	Friday 4:00 pm	4pm daily
Thursday	Monday 4:00 pm	4 pm daily
Friday	Tuesday 4:00 pm	4 pm daily
Festiva	Monday 10:00 am	10 am Thurs.
Saturday	Wednesday 4:00 pm	Friday 3 pm
Sunday	Wednesday 4:00 pm	Friday 4 pm
Valley Life	Wednesday 10 am	Thurs. 3 pm

  
BROWNSVILLE  
956.982.6651

  
HARLINGEN  
956.430.6235

  
MID VALLEY  
956.975.3506

  
MCALLEN  
956.683.4147