

REQUIREMENTS 2011-12 DEADLINES



EDITORIAL/SALES OFFICES

CULPEPER COUNTY

Culpeper Times
39 Culpeper Street
Warrenton, VA 20186-3338
www.CulpeperTimes.com
Ph: 540.347.4222 | Fax: 540.349.8676

FAUQUIER COUNTY

Fauquier Times-Democrat
Fauquier Times-Democrat Weekend
39 Culpeper Street
Warrenton, VA 20186-3338
www.Fauquier.com
Ph: 540.347.4222 | Fax: 540.349.8676

LOUDOUN COUNTY

Loudoun Times-Mirror/The Indie
9 East Market Street
Leesburg, VA 20176-3013
www.LoudounTimes.com
Ph: 703.777.1111 | Fax: 703.771.0036

PRINCE WILLIAM COUNTY

Gainesville Times
39 Culpeper Street
Warrenton, VA 20186-3338
www.Gainesville-Times.com
Ph: 540.347.4222 | Fax: 540.349.8676

CORPORATE HEADQUARTERS

9 East Market Street
Leesburg, VA 20176-3013
www.TimesCommunity.com
Ph: 703.777.1111 | Fax: 703.771.0036

6 Column Broadsheet Format

PAGE	COLUMNS	INCHES
Width: 12"	1	1.861
Depth: 21"	2	3.889
Total Inches: 126"	3	5.917
Gutter Width: 1"	4	7.994
	5	9.972
	6	12.00

5 Column Tabloid Format

PAGE	COLUMNS	INCHES
Width: 10"	1	1.861
Depth: 11.5"	2	3.889
Total Inches: 57.5"	3	5.917
Gutter Width: 1"	4	7.994
	5	9.972

4 Column Homes Modular Format

- Page Width: 10" • Total Inches: 46" per page
- Page Depth: 11.5" • Gutter Width: 1"

SIZE NAME	COLUMNS	INCHES
Full Page	4	10 x 11.5
3/4 Pg Horz	4	10 x 8.5
3/4 Pg Vert.	3	7.5 x 11.5
Bonus 1/2	3	7.5 x 8.5
1/2 Pg Vert	2	5 x 11.5
1/2 Pg Horz	4	10 x 5.75
Bonus 1/4 Vert	2	5 x 8.5
Bonus 1/4 Horz	3	7.5 x 5.75
1/4 Pg	2	5 x 5.75
Bonus 1/8 Vert	1	2.4 x 8.5
Bonus 1/8 Horz	2	5 x 4.25
1/8 Pg Vert	1	2.4 x 5.75
1/8 Pg Horz	2	5 x 2.75
1/16	1	2.4 x 2.75
Feature Ad	1	2.4 x 3.5

10 Column Classified Format

PAGE	COLUMNS	INCHES
Page Width: 12"	1	1.00
Page Depth: 21"	2	2.292
Total Inches: 210"	3	3.514
Gutter Width: 1"	4	4.722
	5	5.931
	6	7.153
	7	8.361
	8	9.569
	9	10.778
	10	12.00

Electronic Ads

FILE FORMATS:

- Illustrator CS or lower (with fonts as outlines)
- PhotoShop CS or lower (tif, jpg, eps 300+ dpi)
- Acrobat PDF - **Preferred format** (with fonts embedded)

We can not accept any other format

TRANSMISSION FORMATS:

- Disk - CD, Zip, 3 1/2" Floppy,
- FTP, Adsend, Ad Transit or Fast Channel
- Color Ads must be CMYK
- Minimum dpi is 300; 600 preferred

ELECTRONIC FILES:

Email: art@timespapers.com
Mail: Electronic Ads Dept.
Loudoun Times Mirror
9 East Market St., Leesburg, VA 20176

FTP Site:

Host: ftp.timespapers.com
User ID/Password: anon

Web Ads

- Maximum looping for all ads is 3
- All lead times are business days
- Maximum file size is 40K
- Flash ads require an alternative .gif ad that will run when browsers do not have Flash players installed.
- Please send all creatives to your account executive and onlineads@timespapers.com

Deadlines/Cancellation

REAL ESTATE:

FauquierMonday, 12 Noon
LoudounFriday, 1:00 p.m.

ENTERTAINMENT:

The IndieFriday, 10:00 a.m.

MAIN NEWS/SPORTS:

CulpeperMonday, 2:00 p.m.
Loudoun Times-MirrorMonday 12 Noon
Fauquier Times-Democrat .Monday, 5:00 p.m.
GainesvilleTuesday, 2:00 p.m.
RappahannockTuesday, 3:00 p.m.
Fauquier Times-Democrat
WeekendWednesday, 12 Noon

CLASSIFIED:

CulpeperMonday, 5:00 p.m.
Fauquier Times-Democrat .Monday, 4:00 p.m.
Loudoun Times-MirrorMonday, 5:00 p.m.
GainesvilleTuesday, 3:00 p.m.
RappahannockTuesday, 3:00 p.m.
Fauquier Times-Democrat
WeekendWednesday, 12 Noon

WEB ADS:Friday, 2:00 p.m.

■ **Ads cancelled after deadline will be charged the full amount of the ad.**

PROOFS:

■ **First 2 proofs are free.**
Each additional proof \$10.00