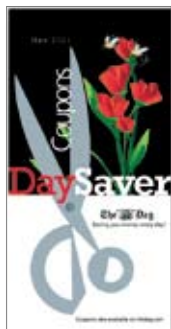


# 2011 Third Quarter Advertising Publications

july • august • september 2011



Day Saver

**Pocket  
Quarter Fold**

**Published** ..... Weds., July 27; Aug. 31; Sep. 28

**Deadline** ..... Tues., July 5; Aug. 9; Sep. 6

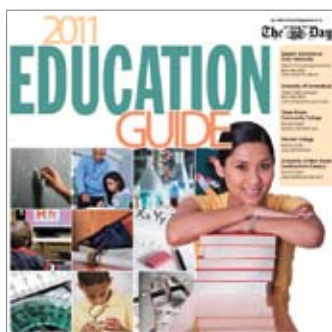


Grace  
Magazine

**8x10.5 Glossy  
Magazine**

**Published** ..... Wed., Aug. 17

**Deadline** ..... Fri., July 22



Education  
Guide

**Custom Pub Tab**

**Published** ..... Fri., Aug. 12

**Deadline** ..... Fri., July 29

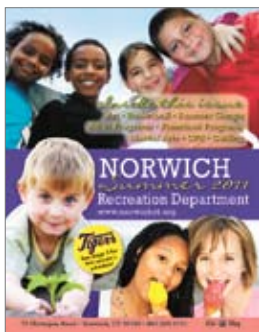


Connect:  
New London  
Recreation  
Department  
Catalog

**Large  
Quarter Fold**

**Published** ..... Thur., Aug. 4

**Deadline** ..... Thur., July 14



Norwich  
Recreation  
Department  
Catalog

**Large  
Quarter Fold**

**Published** ..... Fri., Aug. 26

**Deadline** ..... Tue., Aug. 2



Discover:  
Groton  
Parks &  
Recreation  
Catalog

**Large  
Quarter Fold**

**Published** ..... Fri., Aug. 19

**Deadline** ..... Tue., July 19

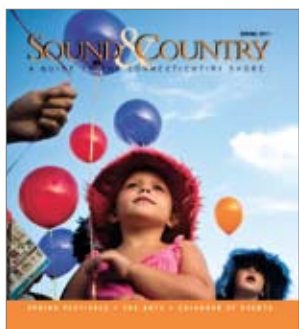


## East Lyme Parks & Recreation Catalog

**Large  
Quarter Fold**

**Published** .....Thur., Aug. 18

**Deadline** .....Mon., July 25



## Sound & Country

**Magazine Tab**

**Published** .....Wed., Sep. 07

**Deadline** .....Tue., Aug. 19



## MOAF: Mystic Outdoor Art Festival

**Pocket  
Quarter Fold**

**Published** .....Wed., Aug. 10

**Deadline** .....Mon., July 25



## Eastern Connecticut Association of Realtors

**Large  
Quarter Fold**

**Published** .....Wed., Sep. 28

**Deadline** .....Mon., Aug. 8

## Group Pages

**Dining & Entertainment**..... Thursdays .....Deadline: Mondays at 3pm

**Home & Garden**.....Wednesdays .....Deadline: Fridays at 3pm

**National Ice Cream Month** .....Fridays, July 15, 22, 29 .....Deadline: Mondays July 11, 18, 25 at 3pm

**Back to School**.....Fridays, August 5, 12, 19.....Deadline: Mondays August 1, 8, 15 at 3pm

**Labor Day**.....Friday, September 2.....Deadline: Monday August 29 at 3pm

## Sizes

### Retail Broadsheet - 6 column

1 col.....	1.639"
2 col.....	3.403"
3 col.....	5.167"
4 col.....	6.931"
5 col.....	8.694"
6 col.....	10.458"
Section front ad.....	3.416" x 3.333"
Full pg.....	10.458" x 21"

*Doubletrucks add 1.084" gutter width*

### Classified Broadsheet/Tab

1 col.....	0.919"
2 col.....	1.949"
3 col.....	2.978"
4 col.....	4.008"
5 col.....	5.038"
6 col.....	6.068"
7 col.....	7.098"
8 col.....	8.128"
9 col.....	9.158"
10 col.....	10.188"
Full pg (broadsheet).....	10.188" x 21"
Full pg (tab).....	10.188" x 10.208"

*Doubletrucks add 1.624" gutter width*

### Retail Tab - 5 column

*(Times, Shore, Night & Day)*

1 col.....	1.838"
2 col.....	3.800"
3 col.....	5.763"
4 col.....	7.725"
5 col.....	9.688"
Front pg.....	4.9" x 2"
Half pg.....	9.688" x 5.145"
Full pg.....	9.688" x 10.458"

*Doubletrucks add 1.624" gutter width*

### Custom Pub Tab - 4 column

1/8 pg V.....	2.422" x 5.083"
1/8 pg H.....	5.010" x 2.510"
1/4 pg.....	5.010" x 5.083"
1/2 pg V.....	5.010" x 10.208"
1/2 pg H.....	10.188" x 5.083"
Full pg.....	10.188" x 10.208"

### Large Quarter Fold

1/8 pg V.....	1.625" x 4.75"
1/8 pg H.....	3.5" x 2.25"
1/4 pg.....	3.5" x 4.75"
1/2 pg V.....	3.5" x 9.75"
1/2 pg H.....	7.25" x 4.75"
Full pg.....	7.25" x 9.75"

### 8 x 10.5 Glossy - 4 column

**(Grace)**

1/8 pg V.....	1.813" x 4.854"
1/8 pg H.....	3.75" x 2.396"
1/4 pg.....	3.75" x 4.854"
1/2 pg V.....	3.75" x 9.75"
1/2 pg H.....	7.625" x 4.854"
Full pg.....	7.625" x 9.75"

*Full pg bleed image area.....7.625" x 10.125"  
w/ bleed.....8.5" x 11"*

### Pocket Quarter Fold

1/2 pg H.....	4.75" x 4.667"
Full pg.....	4.75" x 9.5"

### Magazine Tab - 4 column

**(Sound & Country)**

1/8 pg V.....	2.25" x 4.979"
1/8 pg H.....	4.667" x 2.448"
1/4 pg.....	4.667" x 4.979"
1/2 pg V.....	4.667" x 10.125"
1/2 pg H.....	9.5" x 4.979"
Adv. index pg.....	7.083" x 10.125"
Full pg.....	9.5" x 10.125"

*Full pg bleed image area.....9.5" x 10.25"  
w/ bleed.....10.75" x 11.5"*

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