



## 2011 DISPLAY ADVERTISING SIZES

This is one  
column inch

5 columns = 10 1/2 or 10.5 inches

4 columns = 8 1/4 or 8.25 inches

3 columns = 6 1/8 or 6.125 inches

2 columns = 4 or 4.0 inches

1 column = 1 7/8 or 1.875  
inches

**Bucks County Herald is:**

- ✓ a tabloid size newspaper, with a 5 column layout format.

**Bucks County Herald pages:**

- ✓ are 11.5" x 18.5".
- ✓ are 87.5 column inches.
- ✓ have a 10.5" x 17.5" image area available for advertising.

**Bucks County Herald offers:**

- ✓ **Color:** Additional 20% of the cost of the ad. (Flat rate of \$25 for color less than 10 ci)
- ✓ **Hyperlink** \$7.00 per ad insertion
- ✓ **Guaranteed Ad Position** (based on availability) for an additional 10% of the cost of your ad.

✓ **Pre-Printed Inserts Available.**

Ask your sales representative for details.

✓ **Copy & Layout Consultation**

is available at no additional charge.

**Notes:**

- ✓ Run commitments are for a minimum 4" ad.
- ✓ Ads are measured by number of columns wide and 1/4 increments of depth.
- ✓ Ad size may vary from week to week.
- ✓ Reasonable copy changes are permitted. We do encourage consistency and repetition to help you establish a recognizable presence.
- ✓ Please submit artwork in PDF, JPEG, or EPS format, and embed fonts when necessary.

**Bucks County Herald: Voice-215-794-1096 ~ Fax-215-794-1109  
5761 Lower York Road, Lahaska, Pa. 18931**