



NORTHERN VIRGINIA
COMMUNITY NEWSPAPERS

Potomac News
Manassas Journal Messenger
Culpeper Star-Exponent



STAFFORD COUNTY SUN

HOME SEEKER



DISPLAY ADVERTISING DEADLINES

Publication	Space Reservation/ Copy Due
<i>Potomac News/Manassas Journal Messenger</i>	
Sunday Features/Lifestyles	Tuesday, 5 p.m.
Sunday	Thursday, noon
Monday	Thursday, 5 p.m.
Tuesday	Friday, 5 p.m.
Wednesday	Monday, noon
Thursday	Monday, 5 p.m.
Friday & CarSeeker	Tuesday, 5 p.m.
Saturday	Wednesday, 5 p.m.

Publication	Space Reservation/ Copy Due
<i>Culpeper Star Exponent</i>	
Sunday	Thursday, noon
Monday	Thursday, 5 p.m.
Tuesday	Friday, 5 p.m.
Wednesday	Monday, 12 noon
Thursday	Monday, 5 p.m.
Friday	Tuesday, 5 p.m.
Saturday	Wednesday, 5 p.m.

RETAIL BROADSHEET	RETAIL TABLOID	CLASSIFIED
1 col 1.729" or 10p4	1 col 1.729" or 10p4	1 col 1.078" or 6p5
2 col 3.558" or 21p4	2 col 3.558" or 21p4	2 col 2.24" or 13p5
3 col 5.388" or 32p3	3 col 5.388" or 32p3	3 col 3.402" or 20p5
4 col 7.217" or 43p3	4 col 7.217" or 43p3	4 col 4.564" or 27p4
5 col 9.046" or 54p3	5 col 9.046" or 54p3	5 col 5.726" or 34p4
6 col 10.875" or 65p3	12 col 20.75" or 124p6	6 col 6.887" or 41p4
13 col 22.5" or s135p (Double Truck)	(Double Truck)	7 col 8.049" or 48p4
Total Page Height: 21"	Total Page Height: 10.875"	8 col 9.211" or 55p3
		9 col 10.373" or 62p3
		10 col 11.535" or 69p3
		21 col 24.000" or 144p (Double Truck)

PLATFORM/FILE FORMAT: PC

- QuarkXpress 5
- Adobe Illustrator 10.0
- Adobe Photoshop 7.0
- Adobe Acrobat 5

ELECTRONIC – E-MAIL: potomacnews@mgads.com

AP ADSEND – Address: VAWOO

85 Line Screen: Halftone screen is
85 lines per inch

Dot Gain: 30%

Black Ink Limit: 90%

Four Color Advertising:

400% (Combination of C,M,Y,K)

Retail double trucks bill at 13 columns; classified at 21 columns.
Double truck color is billed per page and with a 10% premium.

HOW TO REACH US:

Potomac News
Established 1959
14010 Smoketown Rd
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703.878.8000
Fax 703.878.3993
www.potomacnews.com
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CREATIVE SERVICES

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