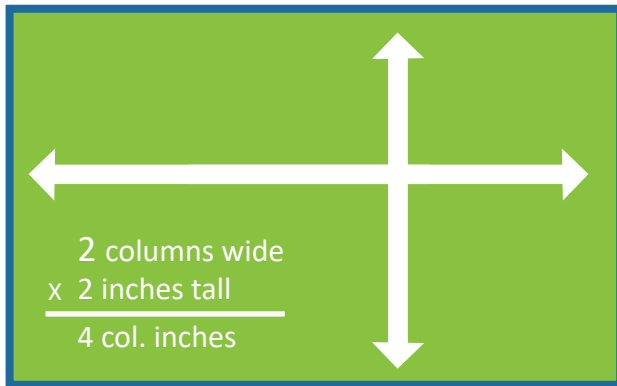


Sizing: Column Inches



The Helena IR's full page is 6 columns wide (9.8889) by 20.75" tall. Ad sizes are expressed in column inches. To figure out the size of an ad, first determine how many columns wide the ad will be. Then determine the height of the ad in inches. Multiply the number of columns wide by the height in inches.

DEADLINES

RUNDAY

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
YourTime
Mini Nickel

DEADLINE

FOR RESERVATION & COPY

Wednesday 5 PM
Thursday 5 PM
Monday 5 PM
Monday 5 PM
Tuesday 5 PM
Wednesday 5 PM
Wednesday 5 PM
Tuesday 5 PM
Monday 4 PM

*If not received by deadline, ad will be killed.

COMMON AD SIZES

	WIDTH	HEIGHT
1/4 Page V	3 col.	10.5"
1/4 Page H	6 col.	5"
1/2 Page H	6 col.	10.5"
1/2 Page V	3 col.	20.75"
JR Full Page	5 col.	18"
Full page	6 col.	20.75"
JR Double Truck	10 col. + 1 in.	18"
Front Page Strip	6 col.	2"
Section Front	6 col.	3"

COLUMN WIDTHS

COLUMNS INCHES

1 Column	1.5556
2 Column	3.2223
3 Column	4.8889
4 Column	6.5556
5 Column	8.2223
6 Column	9.8889

PRODUCTION CHARGES

INCHES	CHARGE
0" up to 6"	\$10
more than 6" up to 33"	\$22
more than 33" up to 65"	\$30
more than 65"	\$40

We would be glad to help you come up with a great marketing message. Our cost to design an ad includes initial design plus two rounds of revisions. These production charges are for 8 am - 5 pm. After hours help will incur additional fees.

CAMERA -READY ADS

Camera ready ads are due 2 days prior to run by 5pm. No production charge for Camera Ready Ads.

- The Helena Independent Record accepts camera-ready ads in Portable Document Format (PDF). In some cases, we may also accept other file formats; please check with your sales professional. We do not accept files from Microsoft Publisher.
- Color ads should be created in CMYK color format. Black and white ads should be created in Grayscale. Photos should be at least 180 dpi for newsprint or 300 dpi for all others.
- Note: when exporting a PDF from any program, select the

Output tab and select "No Color Conversion" in the Color section.

- This will retain the CMYK or Grayscale colorspace.
- Please do not convert to RGB.
- Email files to your Sales Rep.
- For files of 4MB or more, please upload them: Helena FTP (software such as Filezilla, Fetch or a Web browser) OR Go to: <http://portal.helenair.com> upload materials, Enter Order number, Add files, click "Start Upload".