

classified

CLASSIFIED AD SPECIFICATIONS

The Roanoke Times	New River Valley Current	Column width	Inches
Full-page 10 col. (11 in.) x 20.5 in.	Full-page 8 col. (8.79 in.) x 11 in.	1 col.	1.06
Double-Truck 20.75 col.* (23.07 in.) x 20.5 in. Billed as 425.375 in.	Double-Truck 16.75 col. (18.92 in.) x 11 in. Billed at 184.25 in.	2 col.	2.16
<ul style="list-style-type: none"> • Ads can be any column width and any depth. • Ads more than 18 inches deep will be charged full depth of 20.5 in. • Liner size: 13 lines per inch 	<ul style="list-style-type: none"> • Ads can be any column width from 1 to 8 columns. 	3 col.	3.27
Job Market	Homes Now	4 col.	4.37
<ul style="list-style-type: none"> • Ads are sold in full-, half-, quarter-, eighth-, and sixteenth- page sizes and individual blocks. • Call 540-981-3311 for specific information. 	<ul style="list-style-type: none"> • Ads are sold in full-, half- and quarter-page sizes and individual blocks. • Call 540-981-3312 for specific information. 	5 col.	5.48
		6 col.	6.58
		7 col.	7.68
		8 col.	8.79
		9 col. (not Tab)	9.89
		10 col. (not Tab)	11.00
		Ads are sized according to column width and depth.	
		Ads should be prepared for offset reproduction; 100-line screen recommended.	
		Note: There is a classified column width ruler in the back of this book.	
* Double-trucks are charged 3/4 column for the gutter in tab sections and 1/4 column in Rop sections.			

