

POWERFUL AD INFO

Sizes, Gross Impression, Frequency

**Some of
our More
Common
Sizes**

3 Col. x 2 Inches

Wide

Tall

3 Col. x 6 1/2 Inches

Wide

Tall

2 Col. x 2 Inches

Wide

Tall

Gross Impression

Ad Run Time

10 Weeks

8 Weeks

6 Weeks

4 Weeks

2 Weeks

1 Week

Impact on Consumer

The larger an Ad is
and the longer it runs
has an impact on it's
effectiveness

Ad Size 2x2 3x2 3x3 1/4 Page 1/2 Page Full Page

1 Col. = 1.5 Inches
2 Col. = 3.25 Inches
3 Col. = 5 Inches
4 Col. = 6.75 Inches
5 Col. = 8.5 Inches
6 Col. = 10.25 Inches

Deadlines* are

Friday at 2:00 PM for the Northeast, Montgomery, and Brazoria County Editions

Monday at 2:00 PM for the East, Southeast, and Central Editions

Tuesday at 2:00 PM for North & Northwest Editions

Wednesday at 2:00 PM for the South & West Editions

**On weeks with holidays, deadlines are moved up one business day.*