

The News-Gazette • 15 Main Street, Champaign, IL 61820 Phone 217-351-5282 • Fax 217-351-5291 • Effective 01/01/08



#### **Column Widths**

Retail   Tab   Classified     Size   Inches   Size   Inches     1 column   1.819   1 column   1.917   1 column   1.222     2 column   3.806   2 column   4.000   2 column   2.542     3 column   5.792   3 column   6.083   3 column   3.861     4 column   7.778   4 column   8.167   4 column   5.181     5 column   9.764   5 column   10.25   5 column   6.5     6 column   7.819   7 column   9.139     8 column   10.458     9 column   11.778	OOIGIIII	VV ICPCIIO				
2 column 3.806 2 column 4.000 2 column 2.542   3 column 5.792 3 column 6.083 3 column 3.861   4 column 7.778 4 column 8.167 4 column 5.181   5 column 9.764 5 column 10.25 5 column 6.5   6 column 7.819   7 column 9.139   8 column 10.458		Inches		Inches	0-1110 0 11	Inches
	2 column 3 column 4 column 5 column	3.806 5.792 7.778 9.764	2 column 3 column 4 column	4.000 6.083 8.167	2 column 3 column 4 column 5 column 6 column 7 column 8 column	2.542 3.861 5.181 6.5 7.819 9.139 10.458

## **Display Advertising Deadlines**

Publication Day	Deadline
Sunday	Thursday, 11 a.m.
Monday	Thursday, 5 p.m.
Tuesday	Friday, 1 p.m.
Wednesday	Monday, 11 a.m.
Thursday	Tuesday, 11 a.m.
Friday	Wednesday, 11 a.m.
Saturday	Wednesday, 5 p.m.

### **Special Products**

TV This Week Friday, 5 p.m. – week prior to publication

Accent Friday, 2 p.m. *e*3 Monday, 5 p.m.

# **Line Advertising Deadlines**

<b>Publication Day</b>	Deadline
Sunday	Friday, 3 p.m.
Monday	Friday, 3 p.m.
Tuesday	Monday, 3 p.m.
Wednesday	Tuesday, 3 p.m.
Thursday	Wednesday, 3 a.m.
Friday	Thursday, 3 a.m.
Saturday	Friday, 3 p.m.

#### **Special Products**

Friday, 2 p.m.

For color ads and group ads, advance the deadline by one full day.













