

The Gunnison Country **shopper**

Mechanical Breakdown

Prefer PDF format - Email to ads@gunnisonshopper.com

6 column by 15-1/2 inch high TAB format.
Columns = 1-9/16: (9-1/2 picas) with 3/16" (1 pica) gutters

| | |
|-----------|------------------------|
| 1 column | 1-9/16" (9-1/2 picas) |
| 2 columns | 3-5/16" (20 picas) |
| 3 columns | 5-1/16" (30-1/2 picas) |
| 4 columns | 6-3/4" (41 picas) |
| 5 columns | 8-1/2" (51-1/2 picas) |
| 6 columns | 10-1/4" (62 picas) |

Ad Height = From 1 inch to 15-1/2" (Tall) in 1/4" increments

| | |
|------------|----------------------|
| Full page= | 93 column inches |
| 1/2 page= | 46.5 column inches |
| 1/3 page= | 31 column inches |
| 1/4 page= | 23.25 column inches |
| 1/6 page= | 15.5 column inches |
| 1/8 page= | 11.625 column inches |

National Rate - \$9.00 col. in.
See local rate sheet for local rates

Deadlines

Published every Wednesday for over 35 continuous years

DISPLAY ADS / PAID WANT ADS

2:00 pm Tuesdays for that week's publication
(Submit Display ads or copy by Friday for better position)

FREE WANT ADS

10:00 am Tuesdays

NEWS RELEASES

10:00 am Mondays (Space available basis only)