**MECHANICAL SPECS**

**RETAIL:**
- Minimum Ad Size
- 2 Col. Inches
  - 1 Column - 1.888"
  - 2 Columns - 3.916"
  - 3 Columns - 5.944"
  - 4 Columns - 7.972"
  - 5 Columns - 10"

**CLASSIFIED:**
- 1 Column - 1.312"
- 2 Columns - 2.759"
- 3 Columns - 4.204"
- 4 Columns - 5.648"
- 5 Columns - 7.102"
- 6 Columns - 8.546"
- 7 Columns - 10"

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**Example Ad Sizes**

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>EXAMPLE AD SIZES</th>
</tr>
</thead>
<tbody>
<tr>
<td>5x11</td>
<td>2x2</td>
</tr>
<tr>
<td>2x11</td>
<td>3x5</td>
</tr>
<tr>
<td>1x4</td>
<td>2x3</td>
</tr>
</tbody>
</table>

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**General Policy:** Advertising in The Coastal Journal is subject to approval by the Publisher. Ads must conform to the general guidelines and goals set forth by The Coastal Journal.

**Design and Production:** Basic advertising design services are complimentary.

**Guaranteed Position:** Additional charge of 20%. ($20 minimum)

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**Payment Options**
- VISA
- MASTERCARD
- CHECKS
- CASH

Net 30 days on approved credit applications only. 1 week must be allowed for credit application approval with references.

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**Coastal Journal**

97 Commercial St., Bath

coastaljournal.com