

DOVER POST COMPANY FACT SHEET

COLUMN WIDTHS

Number of Columns	Width (Inches)	Width (Picas)	Classified	
			Width (Inches)	Width (Picas)
1	1-9/16	9.5	1-3/8	8.5
2	3-5/16	20	2-7/8	17.5
3	5-1/16	30.5	4-3/8	26.5
4	6-13/16	41	5-7/8	35.5
5	8-9/16	51.5	7-3/8	44.5
6	10-5/16	62	8-7/8	53.5
7	---	---	10-3/8	62.5
12	21-1/2	129	---	---

MINIMUM SIZES FOR CONTINUITY RATES

Run-of-paper 4" Classified 1" Color 4"

MAXIMUM SIZES

ADS over 14" tall will be billed at full depth (16"). Full page height built to 15.80"/15-5/6". Double Truck: 192 column-inches (no charge for center gutter)

INSERTS MUST BE FOLDED TO 8-1/2"X11" OR SMALLER.

FRACTIONAL SIZES

Ads billed to nearest quarter inch.

EARNED RATE OPTION

For either annual bulk rates or frequency rates, an advertiser earns the next lower rate when inches used or the number of weeks run reaches the next level. With continuity rates, for example, if you sign up for Plan 1 and then go beyond 9 consecutive weeks, your rate immediately drops to the lower Plan 2 rate.

SAU SIZES AVAILABLE

Multiply regular rates by 1.2 for equivalent rate.

AGENCY COMMISSION

15 percent commission on open rate allowed to recognized agencies on basis of camera-ready copy and payment within 30 days of billing. Only the open rate is commissionable.

PLACEMENT GUARANTEES

25% additional charge.

NON-PROFIT ORGANIZATIONS

Local civic, fraternal and church-related organizations, operating on a non-profit basis, may be given rate plan 3.

DEADLINES

Newspaper	Space Reservation Due
Dover Air Force Base Airlifter	Wednesday, 12 Noon for publication Friday
Dover Post	Monday, 12 Noon for publication Wednesday
Sussex Countian	Monday, 12 Noon for publication Wednesday
Smyrna/Clayton Sun-Times	Monday, 12 Noon for publication Wednesday
Middletown Transcript	Tuesday, 12 Noon for publication Thursday
Milford Beacon	Tuesday, 12 Noon for publication Thursday
Dover Post EXPRESS	Thursday, 9 a.m. for publication Friday
Greenville Community News	Friday, 12 Noon for publication Tuesday
Mill Creek Community News	Monday, 12 Noon for publication Wednesday
Hockessin Community News	Tuesday, 12 Noon for publication Thursday
Brandywine East & West Community News	Wednesday, 12 Noon for publication Friday

Deadlines for Supplied Ads and Proofs are One Business Day Earlier than the Space Reservation Deadlines



Offices:
1196 S. Little Creek Rd.
Dover, DE 19901

Phone: 302/678-3616
Fax: 302/678-8291
www.doverpost.com

Mailing Address:
P.O. Box 664
Dover, DE 19903

Web Printing Plant:
1196 S. Little Creek Rd.
Dover, DE 19901
Phone: 302/678-5031
Fax: 302/678-5186



12 S. Walnut Street
Milford, DE 19963
Phone: 302/856-0026
Fax: 302/856-0925



P.O. Box 40
13 S. Front Street
Georgetown, DE 19947
Phone: 302/422-6025
Fax: 302/422-2717
www.milfordbeacon.com



P.O. Box 40
13 S. Front Street
Georgetown, DE 19947
Phone: 302/856-0026
Fax: 302/856-0925



P.O. Box 327
25 W. Commerce Street
Smyrna, DE 19977
Phone: 302/653-2083
Fax: 302/653-8821
www.scsuntimes.com



P.O. Box 228
24 W. Main Street
Middletown, DE 19709
Phone: 302/378-9531
Fax: 302/378-0647
www.middletowntranscript.com

Greenville • Hockessin • Brandywine • Mill Creek



P.O. Box 549 Hockessin, DE 19707
Phone: 302/239-4644
Fax: 302/239-7033
www.communitypub.com