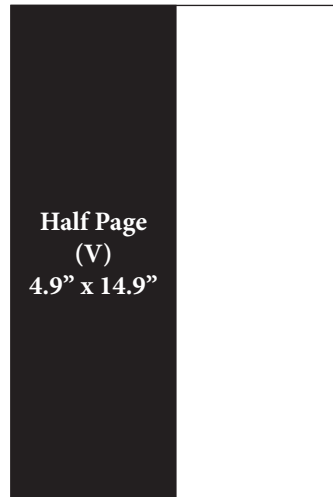
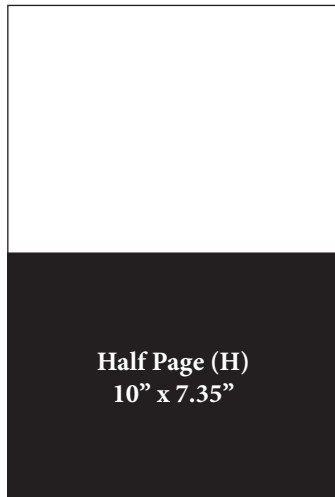


# 2022 ADVERTISING SPEC SHEET

P.O. Box 589, Lake George, NY 12845 • (518) 644-2619 • [ads@lakegeorgemirror.com](mailto:ads@lakegeorgemirror.com)

*23 weekly issues every summer and four monthly issues in the off-season*



## Column Widths

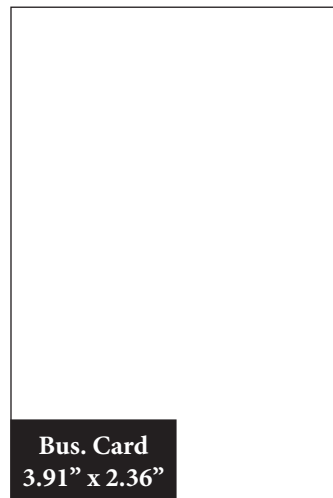
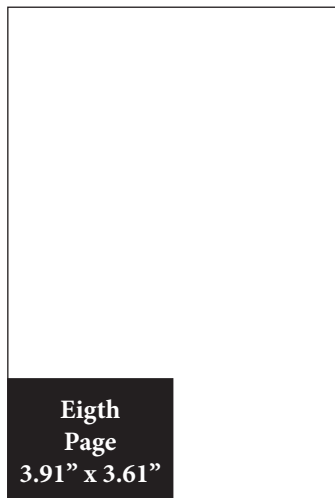
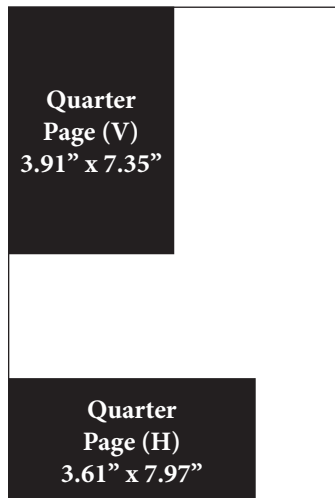
1 col.	1.88"
2 col.	3.91"
3 col.	5.94"
4 col.	7.97"
5 col.	10"

## Artwork Requirements

- Camera-ready ads must be submitted as a PDF.
- Minimum photo resolution is 200 dpi at 100%.
- Partial page ads should have a border or artwork that defines the outer edge of the ad. A black hairline rule will be added around any ad with an undefined edge on any side.
- Ads should be submitted to [ads@lakegeorgemirror.com](mailto:ads@lakegeorgemirror.com).

## Deadlines

- Space/copy: Thursday at noon
- Camera-ready ads: Friday at noon



**Call for pricing: (518) 644-2619**