

Display Ad Dimensions

Display Advertising Details

As an advertiser in Sierra Scoop you have the flexibility to change **ad size**, **ad content** and **zones** on a monthly basis.

We offer complimentary ad design with two ad changes to your ad.

- \$15 fee per additional ad change
- \$25 fee for complete redesign

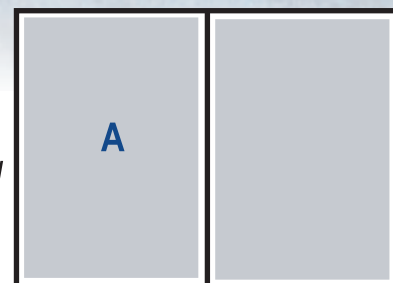
Sierra Scoop is not responsible for ads created by any other party.

Sierra Scoop programs used: Illustrator, Photoshop, Indesign.

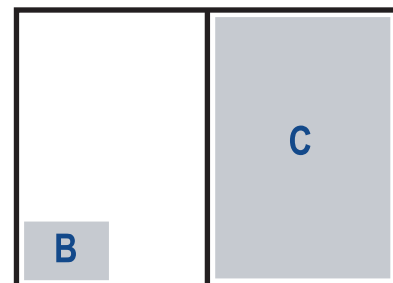
Self-Designed Ads

- Ad must be in .pdf or .jpg format
- 300 dpi resolution
- Converted to grayscale
- Text outlined to avoid third party font conflicts
- Border placed around ad
- Email ad to **sierrascoop@charter.net**

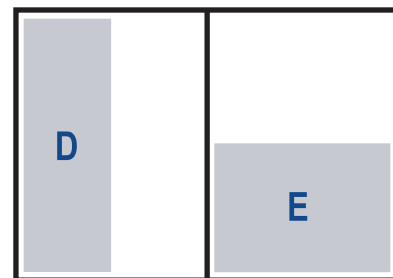
A: Double Truck
7.25 x 9.75 each ad



B: 1/8 Page
3.375 x 2.4375
**full circulation only*

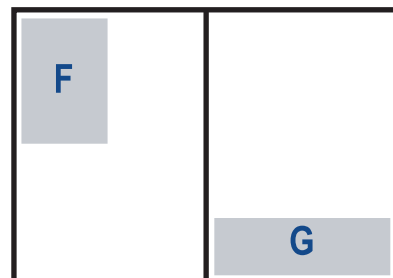


C: Full Page
7.25 x 9.75



D: 1/2 Page V
3.375 x 9.75

E: 1/2 Page H
7.25 x 4.875



F: 1/4 Page V
3.375 x 4.875

G: 1/4 Page H
7.25 x 2.4375