

Size Specifications

The regular weekly paper and most supplements utilize the tabloid format.

1 col. 1.5"	2 col. 3.25"	3 col. 5"	4 col. 6.75"	5 col. 8.5"	6 col. 10.25"
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Display Ads Must Follow The Column Width

- 10¼"W x 16"D
- Back flap on supplements: 10¼" x 7⅞". Available at additional cost.
- Gutter = 1 pica
- Column Size:

1 col. = 1½"	4 col. = 6¾"
2 col. = 3¼"	5 col. = 8½"
3 col. = 5"	6 col. = 10¼"

½ page vertical
(3 col. x 16)
5" x 15¾"

¼ page vertical
(3 col. x 8)
5" x 7⅞"

16 inches vertical

Six Columns = 10¼ inches

½ page horizontal
(6 col. x 8)
10¼" x 7⅞"

1/8 page vert.
(2 col. x 6)
3¼" x 6"

1/8 page horizontal
(3 col. x 4)
5" x 4"

¼ page horizontal (2 x 2)
(4 col. x 6)
6¾" x 5⅞"

(2 x 4)
3¼" x 4"

- Examples:
 - a 2 x 4 is 3¼" by 4" tall
 - a 3 x 7 is 5" wide by 6⅞" tall
 - a quarter-page ad is considered a 24" ad and measures 5" x 7⅞" or 6¾" x 5⅞"

The Booklet Format Is Utilized On Select Supplements

- Borders: All ads require a 2 point rule to outside dimension of ad surrounding any decorative border.
- Color & Spot Color: Available on limited pages.

<p>¼ page 3⅝" x 4½"</p>	<p>½ page 3⅝" x 9¼"</p>	<p>Full page 7½" x 9¼"</p>
<p>½ page 7½" x 4½"</p>		

Note - samples are NOT actual size

Borders: All ads require a 1 pt. rule (the size of the frame around this text) to outside dimension of ad surrounding any decorative border.