

# AD SIZES

Updated May 6, 2019

## ROP Ads <sup>121.5</sup>

Ads over 18.25" deep schedule to full column depth of 20.25"

Column Widths	x	Depth
1 col. = 10p2.5 (1.7014")		
2 col. = 21p2 (3.5278")		
3 col. = 32p1.5 (5.3542")		
4 col. = 43p1 (7.1806")		
5 col. = 54p0.5 (9.0069")		
6 col. = 65p (10.8333")		

### Double Truck Widths (Gutter is counted as 7th col.)

8 col. = 79p2.5 (13.2014")		
9 col. = 90p2 (15.0278")		
10 col. = 101p1.5 (16.8542")		
11 col. = 112p1 (18.6806")		
12 col. = 123p0.5 (20.5069")		
13 col. = 134p (22.3333")		

## Classified <sup>162</sup>

Ads over 18.25" deep schedule to full column depth of 20.25"

Column Widths	x	Depth
1 col. = 7p3 (1.2083")		
2 col. = 15p6 (2.5833")		
3 col. = 23p9 (3.9583")		
4 col. = 32p (5.3333")		
5 col. = 40p3 (6.7083")		
6 col. = 48p6 (8.0833")		
7 col. = 56p9 (9.4583")		
8 col. = 65p (10.8333")		

## 5 Column Tabs (TV, Chamber, EP, QVPR)

5 Col. Tab Ads over 8.5" deep schedule to full column depth of 10.5" <sup>36.5</sup>

Empire Press Ads over 10.5" deep schedule full column depth of 12.6"

Column Widths	x	Depth
1 col. = 11p (1.8333")		
2 col. = 23p (3.8333")		
3 col. = 35p (5.8333")		
4 col. = 47p (7.8333")		
5 col. = 59p (9.8333")		

**Double Truck Widths**

10 col. = 122p (20.3333")		
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## Business World Sizes

Ads Based on 4 col. format

Size	Width	x	Depth
Full Page (4 cols.)	59p (9.8333")	x	13.7"
Three-Quarter Page (3 cols.)	44p (7.3333")	x	13.7"
Three-Eighths Page (2 cols.)	29p (4.8333")	x	10.23"
Half Page Vertical (2 cols.)	29p (4.8333")	x	13.7"
Half Page Horizontal (4 cols.)	59p (9.8333")	x	6.77"
Quarter Page Vertical (2 cols.)	29p (4.8333")	x	6.77"
Quarter Page Horizontal (4 cols.)	59p (9.8333")	x	3.3"
Eight Page Vertical (1 col.)	14p (2.3333")	x	6.77"
Eight Page Horizontal (2 col.)	29p (4.8333")	x	3.3"
Sixteenth Page (1 col.)	14p (2.3333")	x	3.3"
Back Page (4 cols.)	59p (9.8333")	x	12.5"

### Double Truck Widths

8 cols. ....	122p (20.3333")		
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## Modular Tab Sizes

Ads Based on 6 col. format

Size	Width	x	Depth
1/8 Page (3 col)	29p (4.8333")	x	2.5"
1/4 Page Vert (3 col.)	29p (4.8333")	x	5.17"
1/4 Page Horz (6 col.)	59p (9.8333")	x	2.5"
1/2 Page Vert (3 col.)	29p (4.8333")	x	10.5"
1/2 Page Horz (6 col.)	59p (9.8333")	x	5.17"
3/8 Page (3 col)	29p (4.8333")	x	7.83"
Full Page (6 col.)	59p (9.8333")	x	10.5"
Double Truck (12 col.)	122p (20.3333")	x	10.5"

## Qrt. Folds (Homefinders/Vistors)

Size	Width	x	Depth
1/8 (2 col. )	21p3 (3.5417")	x	2.12"
1/4 Horiz. (4 col. )	43p6 (7.25")	x	2.12"
1/4 Vert. (2 col.)	21p3 (3.5417")	x	4.42"
3/8 (2 col.)	21p3 (3.5417")	x	6.71"
1/2 Horiz. (4 col.)	43p6 (7.25")	x	4.42"
1/2 Vert. (2 col.)	21p3 (3.5414")	x	9"
Full Page (4 col.) <sup>Image</sup>	43p6 (7.25")	x	9"
Glossy Pages (4 col.)	43p6 (7.25")	x	9.25"
With Bleed <sup>Cover</sup>	51p (8.5")	x	10.38"
Double Truck (8 col.)	90p (15")	x	9"

## Magazine (Foothills)

Size	Width	x	Depth
1/12 Square (1 col.)	13p6 (2.25")	x	2.25"
1/6 Horiz. (2 col.)	28p1.5 (4.6875")	x	2.25"
1/6 Vert. (1 col.)	13p6 (2.25")	x	4.69"
1/3 Square(2 col.)	28p1.5 (4.6875")	x	4.69"
1/3 Vert. (1 col.)	13p6 (2.25")	x	9.56"
1/3 Horiz. (3 col.)	42p9 (7.125")	x	3.08"
1/2 Horiz. (3 col.)	42p9 (7.125")	x	4.69"
1/2 Vert. (2 col.)	28p1.5 (4.6875")	x	7.12"
2/3 Vert. (2 col.)	28p1.5 (4.6875")	x	9.56"
Full Page (3 col.) <sup>Image</sup>	42p9 (7.125")	x	9.56"
With Bleed <sup>Cover</sup>	51p9 (8.625")	x	11.25"

## Spadeas

**A-Spadea Full Back Wrap (Scheduled as 3 separate ads):**

Size	Width	x	Depth
Front (3 cols.)	30p6 (5.0833")	x	17.8"
Sunday only	30p6 (5.0833")	x	16"
Inside (9 cols.)	98p (16.333")	x	20.25"
Back (6 cols.)	63p6 (10.5833")	x	20.25"

**B-Spadea Full Back Wrap (Scheduled as 3 separate ads):**

Size	Width	x	Depth
Front (3 cols.)	30p6 (5.0833")	x	20.25"
Inside (9 cols.)	98p (16.333")	x	20.25"
Back (6 cols.)	63p6 (10.5833")	x	20.25"

**A-Spadea Half Back Wrap (Scheduled as 3 separate ads):**

Size	Width	x	Depth
Front (3 cols.)	30p6 (5.0833")	x	17.8"
Sunday only	30p6 (5.0833")	x	16"
Inside (6 cols.)	65p (10.8333")	x	20.25"
Back (3 cols.)	30p6 (5.0833")	x	20.25"

**B-Spadea Half Back Wrap (Scheduled as 3 separate ads):**

Size	Width	x	Depth
Front (3 cols.)	30p6 (5.0833")	x	20.25"
Inside (6 cols.)	65p (10.8333")	x	20.25"
Back (3 cols.)	30p6 (5.0833")	x	20.25"

**Comics Spadea Wrap (Scheduled as 2 separate ads):**

Size	Width	x	Depth
Outside (6 cols.)	65p (10.8333")	x	20.25"
(with 1/2" gutter down the middle)			
Inside (6 cols.)	65p (10.8333")	x	20.25"

## Flexi (Medical Directory/Wen-Con)

Size	Width	x	Depth
1/8 (2 col. )	15p3 (2.5417")	x	2.12"
1/4 (2 col. )	15p3 (2.5417")	x	4.42"
1/3 (4 col. ) WEN-CON only	31p6 (5.25")	x	2.89"
1/2 Horiz. (4 col.)	31p6 (5.25")	x	4.42"
1/2 Vert. (2 col.)	15p3 (2.5417")	x	9"
Full Page (4 col.)	31p6 (5.25")	x	9"

## We Prints (Frequent Flyers)

Size	Width	x	Depth
Letter Half	8.5"	x	5.5"
Letter	8.5"	x	11"
Custom Full	10.5"	x	11"
Tabloid	11"	x	17"

*Safe Image area is .25" inside all edges.*

*If building with full bleeds increase size by .125" on all edges.*

## Digital (Online) Ad Specs

<b>Leaderboard*</b>	728 x 90 pixels
<b>Mobile Leaderboard*</b>	320 x 50 pixels
<b>Medium Rectangle*</b>	300 x 250 pixels
<b>Skyscraper*</b>	300 x 600 pixels
<b>Tall Skyscraper*</b>	160 x 600 pixels
<b>Reveal (Desktop)</b>	1960 x 600 pixels
<b>Reveal (Mobile)</b>	800 x 250 pixels
<b>YouTube Reveal (Desktop)</b>	1000 x 400 pixels
<b>YouTube Reveal (Mobile)</b>	800 x 250 pixels
<b>Facebook/Instagram Post</b>	1080 x 1080 pixels
<b>World's Best Ballot</b>	300 x 170 pixels

*\* 5-Core/Digital Targeting/Programmatic sizes)*

Determined by Advertiser

Determined by Adv.