

Column Widths and Ad Sizes

Full Size Broadsheet

COLUMNS	WIDTH
6	11.5"
5	9 9/16"
4	7 5/8"
3	5 5/8"
2	3 11/16"
1	1 3/4"
Double Truck	24 1/16"

- Full page depth 20 3/4"
- Full page width 6 columns
- Full page inches 124 1/2"
- Double trucks 13 columns x depth
- Agate lines per column inch. 14
- Advertising exceeding 18 inches in depth charged full depth (20 3/4")
- Advertising is measured in 1/4" increments. Any measurement between quarters is billed to the next higher quarter inch.

Tab-Modular

Including **Go!**

AD SIZE	DIMENSIONS	TOTAL INCHES
Full page	10 1/8" x 11 1/4"	62.25"
3/4 page (H)	10 1/8" x 8 5/16"	46.75"
3/4 page (V)	7 1/2" x 11 1/4"	46.75"
1/2 page (H)	10 1/8" x 5 1/2"	31.25"
1/2 page (V)	4 15/16" x 11 1/4"	31.25"
3/8 page	7 1/2" x 5 1/2"	23.50"
1/3 page	4 15/16" x 7"	20.75"
1/4 page	4 15/16" x 5 1/2"	15.50"
1/4 page (H)	10 1/8" x 2 11/16"	15.50"
1/4 page (V)	2 3/8" x 11 1/4"	15.50"
3/16 page	4 15/16" x 4 1/8"	11.50"
3/16 page (H)	7 1/2" x 2 11/16"	11.50"
3/16 page (V)	2 3/8" x 8 5/16"	11.50"
8" strip	10 1/8" x 1 1/4"	8.00"
1/8 page (H)	4 15/16" x 2 11/16"	7.75"
1/8 page (V)	2 3/8" x 5 1/2"	7.75"
3/32 page (H)	7 1/2" x 1 1/4"	6.00"
3/32 page (V)	2 3/8" x 4 1/8"	6.00"
1/16 page (H)	4 15/16" x 1 1/4"	4.00"
1/16 page	2 3/8" x 2 11/16"	4.00"
1/32 page	2 3/8" x 1 1/4"	2.00"
Double Truck	20 7/8" x 11 1/4"	124.5"

Tabloid ads are available only in modular units.

Magazine-Modular

Stitched and trimmed.

AD SIZE	DIMENSIONS	TOTAL INCHES
Full page	9 5/8" x 11"	62.25"
2/3 page	9 5/8" x 6 3/4"	51.5"
3/4 page (H)	9 5/8" x 8 3/16"	46.75"
3/4 page (V)	7 1/8" x 11"	46.75"
1/2 page (H)	9 5/8" x 5 3/8"	31.25"
1/2 page (V)	4 11/16" x 11"	31.25"
3/8 page	7 1/8" x 5 3/8"	23.50"
1/3 page	4 11/16" x 6 3/4"	20.75"
1/4 page	4 11/16" x 5 3/8"	15.50"
1/4 page (H)	9 5/8" x 2 5/8"	15.50"
1/4 page (V)	2 1/4" x 11"	15.50"
3/16 page	4 11/16" x 4 1/8"	11.50"
3/16 page (H)	7 1/8" x 2 5/8"	11.50"
3/16 page (V)	2 1/4" x 8 3/16"	11.50"
8" strip	9 5/8" x 1 1/4"	8.00"
1/8 page (H)	4 11/16" x 2 5/8"	7.75"
1/8 page (V)	2 1/4" x 5 3/8"	7.75"
3/32 page (V)	2 1/4" x 4 1/8"	6.00"
3/32 page (H)	7 1/8" x 1 1/4"	6.00"
1/16 page (H)	4 11/16" x 1 1/4"	4.00"
1/16 page	2 1/4" x 2 5/8"	4.00"
1/32 page	2 1/4" x 1 1/4"	2.00"
Double Truck	20" x 11"	124.5"

*Healthwise sizes highlighted in green

Magazine Bleed:

Double Truck Mech. Size: 21 1/2" x 12 1/2"
 Double Truck Finished Size: 21" x 12"

Cover Mech. Size: 10 3/4" x 12.5"
 Cover Finished Size: 10.5" x 12"

From House to Home

AD SIZE	DIMENSIONS	TOTAL INCHES
1/6 Horizontal	4 11/16" x 2 1/4"	4.6875" x 2.25"
1/6 Vertical	2 1/4" x 4 11/16"	2.25" x 4.6875"
1/3 Square	4 11/16" x 4 11/16"	4.6875" x 4.6875"
1/3 Vertical	2 1/4" x 9 9/16"	2.25" x 9.5625"
1/2 Horizontal	7 1/8" x 4 11/16"	7.125" x 4.6875"
1/2 Vertical	4 11/16" x 7 1/8"	4.6875" x 7.125"
2/3 Vertical	4 11/16" x 9 9/16"	4.6875" x 9.5625"
2 Page Bleed*	16 1/2" x 11"	16.5" x 11"
1 Page Bleed**	8 3/8" x 11"	8.375" x 11"

*Includes 1/8" bleed; live area is 15 1/4" x 9 9/16" **Includes 1/8" bleed; live area is 7 1/8" x 9 9/16"
 See From House to Home rate card for rates.

Sunday Color Comics

Gatefold 5.5" x 20"
 Spadea 11" x 20"

Metro Values

1/4 page 3 3/4" x 5 1/8"
 1/2 page 7 7/8" x 5 1/8"
 Full 7 7/8" x 10 3/8"

TV This Week

Front page strip
 10 1/8" x 1 13/16"