

# BROADSHEET (RETAIL/PLAY)

<b>1 COLUMN</b>	1.722"	p124	<b>10p4</b>
<b>2 COLUMN</b>	3.556"	p256	<b>21p4</b>
<b>3 COLUMN</b>	5.389"	p388	<b>32p4</b>
<b>4 COLUMN</b>	7.722"	p520	<b>43p4</b>
<b>5 COLUMN</b>	9.056"	p652	<b>54p4</b>
<b>6 COLUMN</b>	10.889"	p784	<b>65p4</b>
————— DOUBLETURCK SIZES —————			
<b>8.5 COLUMN</b>	15.306"	p1102	<b>91p10</b>
<b>10.5 COLUMN</b>	18.972"	p1366	<b>113p10</b>
<b>12.5 COLUMN</b>	22.639"	p1630	<b>135p10</b>
<b>RETAIL DEPTH</b>	20.875"	p1503	<b>125p3</b>
FOLIO DEPTH	0.25"	p18	1p6
<b>PLAY DEPTH</b>	20.875"	p1503	<b>125p3</b>
FOLIO DEPTH	0.25"	p18	1p6
GUTTER	0.111"	p8	0p8
MARGIN - LEFT	0.431"	p31	2p7
MARGIN - RIGHT	0.431"	p31	2p7
MARGIN - TOP	0.44"	p31.5	2p7.5
MARGIN - BOTTOM	0.44"	p31.5	2p7.5
DOC - WIDTH	11.75"	p846	70p6
DOC - HEIGHT	22.000"	p1584	132p

# TABLOID / TV NEWS

Use these sizes for TV News, CouponBook, Healthy Living and many other Special Sections.

## COLUMN SIZES

<b>1 COLUMN</b>	1.833"	p132	<b>11p</b>
<b>2 COLUMN</b>	3.792"	p273	<b>22p9</b>
<b>3 COLUMN</b>	5.750"	p414	<b>34p6</b>
<b>4 COLUMN</b>	7.708"	p555	<b>46p3</b>
<b>5 COLUMN</b>	9.667"	p696	<b>58p</b>
<b>AD DEPTH</b>	10.6"	p764	<b>63p8</b>

## MODULAR SIZES

<b>EIGHTH</b>	4.778" X 2.625"	<b>28p8 X 15p9</b>
<b>QUARTER</b>	4.778" X 5.25"	<b>28p8 X 31p6</b>
<b>HALF HORIZ</b>	9.667" X 5.25"	<b>58p X 31p6</b>
<b>HALF VERT</b>	4.778" X 10.625"	<b>28p8 X 63p9</b>
<b>FULL INSIDE</b>	9.667" X 10.625"	<b>58p X 63p9</b>
<b>FULL COVER</b>	9.667" X 10.875"	<b>58p X 65p3</b>

## COUPON BOOK

<b>QUARTER</b>	9.889" X 2.625"	<b>59p4 X 15p9</b>
<b>HALF</b>	9.889" X 5.375"	<b>59p4 X 32p3</b>
<b>FULL</b>	9.889" X 10.875"	<b>59p4 X 65p3</b>

GUTTER	0.125"	p9	0p9
MARGIN - LEFT	0.667"	p48	4p0
MARGIN - RIGHT	0.667"	p48	4p0
MARGIN - TOP	0.44"	p31.5	2p7.5
MARGIN - BOTTOM	0.44"	p31.5	2p7.5
DOC - WIDTH	11"	p792	66p0
DOC - HEIGHT	11.75"	p846	70p6
FOLIO DEPTH	0.25"	p18	1p6

# CLASSIFIEDS/SUPERSAVER

<b>1 COLUMN</b>	1.0139"	p73	<b>6p1</b>
<b>2 COLUMN</b>	2.111"	p152	<b>12p8</b>
<b>3 COLUMN</b>	3.208"	p231	<b>19p3</b>
<b>4 COLUMN</b>	4.306"	p310	<b>25p10</b>
<b>5 COLUMN</b>	5.403"	p389	<b>32p5</b>
<b>6 COLUMN</b>	6.5"	p468	<b>39p0</b>
<b>7 COLUMN</b>	7.597"	p547	<b>45p7</b>
<b>8 COLUMN</b>	8.694"	p626	<b>52p2</b>
<b>9 COLUMN</b>	9.791"	p705	<b>58p9</b>
<b>10 COLUMN</b>	10.889"	p784	<b>65p4</b>
<b>CLASS DEPTH</b>	20.875"	p1503	<b>124p6</b>
FOLIO DEPTH	0.25"	p18	1p6
<b>SUPERSAVER DEPTH</b>	15.5"	p1116	<b>93p0</b>
SS FULL PAGE	9 COL X 15.5"		
GUTTER	0.083"	p6	0p6
MARGIN - LEFT	0.556"	p40	3p4
MARGIN - RIGHT	0.44"	p31.5	2p7.5
MARGIN - TOP	0.44"	p31.5	2p7.5
MARGIN - BOTTOM	0.25"	p18	1p6
DOC - WIDTH	12.000"	p864	72p0
DOC - HEIGHT	22.000"	p1584	132p
PAGE GAP	0.111"	p80	6p8

# TABLOID WITH TRIM

Use these sizes for Visitor's Guide and Idirarod Guide.

## COLUMN SIZES

<b>1 COLUMN</b>	1.722"	p124	<b>10p4</b>
<b>2 COLUMN</b>	3.556"	p256	<b>21p4</b>
<b>3 COLUMN</b>	5.389"	p388	<b>32p4</b>
<b>4 COLUMN</b>	7.222"	p520	<b>43p4</b>
<b>5 COLUMN</b>	9.056"	p652	<b>54p4</b>
<b>AD DEPTH</b>	10.00"	p720	<b>60p0</b>

## MODULAR SIZES

<b>FULL</b>	9.0556" X 10"	<b>54p4 X 60p0</b>
<b>HALF HORIZ</b>	9.0556" X 4.9306"	<b>54p4 X 29p7</b>
<b>HALF VERT</b>	4.4722" X 10"	<b>26p10 X 60p0</b>
<b>QUARTER</b>	4.4722" X 4.9306"	<b>26p10 X 29p7</b>
<b>EIGHTH</b>	4.4722" X 2.3889"	<b>26p10 X 14p4</b>
<b>THIRD HORIZ</b>	9.5556" X 3.1944"	<b>54p4 X 19p2</b>
<b>THIRD VERT</b>	2.9444" X 10"	<b>17p8 X 60p0</b>
<b>TWO THIRDS HORIZ</b>	9.0556" X 6.6389"	<b>54p4 X 39p10</b>
<b>NINTH</b>	2.9444" X 3.1944"	<b>17p8 X 19p2</b>
<b>TWO NINTHS VERT</b>	2.9444" X 6.6389"	<b>17p8 X 39p10</b>
<b>TWO NINTHS HORIZ</b>	6" X 3.1944"	<b>36p0 X 19p2</b>
<b>FOUR NINTH</b>	6" X 6.6389"	<b>36p0 X 39p10</b>

GUTTER	0.111"	p8	0p8
MARGIN - LEFT	0.472"	p34	2p10
MARGIN - RIGHT	0.472"	p34	2p10
MARGIN - TOP	0.375"	p27	2p3
MARGIN - BOTTOM	0.375"	p27	2p3
DOC - WIDTH	10.00"	p720	60p0
DOC - HEIGHT	11.04"	p792	66p0
TRIM FROM BOTTOM	0.75"	p54	4p6
FOLIO DEPTH	0.25"	p18	1p6
MAX IMAGE AREA	10.00"	p720	60p0

# 47" COLUMN SIZES

UPDATED AUGUST 2008

## INTERACTIVE MEDIA ADS

<b>LEADERBOARD</b>	<b>728 X 90</b> pixels
SIZE LIMITATIONS:	20KB
<b>DISPLAY</b>	<b>300 X 250</b> pixels
SIZE LIMITATIONS:	20KB
<b>HALF SKYSCRAPER</b>	<b>160 X 300</b> pixels
SIZE LIMITATIONS:	20KB
<b>CUBE/TILE AD</b>	<b>120 X 90</b> pixels
SIZE LIMITATIONS:	10KB
<b>BADGE AD</b>	<b>146 X 60</b> pixels
SIZE LIMITATIONS:	10KB
<b>STANDARD BANNER</b>	<b>468 X 60</b> pixels
SIZE LIMITATIONS:	30KB

## HIGH GLOSS MAGAZINE

<b>FULL BLEED</b>	8.375" X 11"
LIVE AREA	7.125" X 9.5625"
<b>TWO-THIRD VERT</b>	4.6875" X 9.5625"
<b>HALF HORIZ</b>	7.125" X 4.6875"
<b>HALF VERT</b>	4.6875" X 7.125"
<b>THIRD VERT</b>	2.25" X 9.5625"
<b>THIRD SQUARE</b>	4.6875" X 4.6875"
<b>SIXTH VERT</b>	2.25" X 4.6875"
<b>SIXTH HORIZ</b>	4.6875" X 2.25"

## FLEXIE BOOKLET

### UNDER 160 PAGES

Use these sizes for Real Estate Guides, HomeBook, Etc.

## COLUMN SIZES

<b>1 COLUMN</b>	1.722"	p124	<b>10p4</b>
<b>2 COLUMN</b>	3.611"	p260	<b>21p8</b>
<b>3 COLUMN</b>	5.5"	p396	<b>33p0</b>
<b>4 COLUMN</b>	7.3889"	p532	<b>44p6</b>
<b>AD DEPTH</b>	10.00"	p720	<b>58p5</b>

## MODULAR SIZES

<b>EIGHTH</b>	3.611" X 2.25"	<b>21p8 X 13p6</b>
<b>QUARTER</b>	3.611" X 4.75"	<b>21p8 X 28p6</b>
<b>HALF HORIZ</b>	7.3889" X 4.75"	<b>44p6 X 28p6</b>
<b>HALF VERT</b>	3.611" X 9.7361"	<b>21p8 X 58p5</b>
<b>FULL INSIDE</b>	7.3889" X 9.7361"	<b>44p6 X 58p5</b>
<b>FULL COVER</b>	9.7361" X 11.125"	<b>58p X 66p9</b>
<b>SIXTH</b>	3.611" X 3.375"	<b>21p8 X 20p3</b>
<b>TWELFTH</b>	1.722" X 3.375"	<b>10p4 X 20p3</b>
<b>THIRD HORIZ</b>	7.3889" X 3.375"	<b>44p6 X 20p3</b>
<b>THIRD VERT</b>	3.611" X 6.25"	<b>21p8 X 37p6</b>

GUTTER	0.111"	p12	1p0
MARGIN - LEFT	0.431"	p31	2p7
MARGIN - RIGHT	0.431"	p31	2p7
MARGIN - TOP	0.312"	p22.5	1p10.5
MARGIN - BOTTOM	0.312"	p22.5	1p10.5
DOC - WIDTH	8.25"	p594	49p6
DOC - HEIGHT	10.625"	p765	63p9
FOLIO DEPTH	0.25"	p18	1p6
MAX IMAGE AREA	9.75"	p702	58p6

# ADN FRONT PAGE NOTES

IMAGE AREA	2.875" X 2.875"	17p3 x 17p3
BLEED	3.125" X 3.125"	18p9 x 18p9

**OUTLINE ALL FONTS.** Set margins to 1p3 all the way around. Keep important text inside the margin area.