

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"

Six Columns = 10 ¼ inches

½ page vertical (3 col. x 16) 5" x 15¾"	¼ page vertical (3 col. x 8) 5" x 7⅞"
1/8 page vert.	1/8 page horizontal (3 col. x 4) 5" x 4"

16 inches vertical

½ page horizontal (6 col. x 8) 10¼" x 7⅞"	
¼ page horizontal (4 col. x 6) 6¾" x 5⅞"	(2 x 2)
	(2 x 4) 3¼" x 4"

(2 col. x 6)
3¼" x 6"

- **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 5 ⅞"

The Booklet Format Is Utilized On Select Supplements (Dining Guide and Gift Guides)

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

¼ page 3⅝" x 4½"	½ page 3⅝" x 9¼"	Full page 7½" x 9¼"
½ page 7½" x 4½"		

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.