

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 "
------------------------	-------------------------	---------------------	-------------------------	------------------------	--------------------------

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"

Ad sizes are determined by multiplying columns by inches high. For example a 2 col x 6" ad is a 12" ad

Six Columns = 10 ¼ inches

<p style="text-align: center;">½ page vertical (3 col. x 16) 5" x 15¾"</p>	<p style="text-align: center;">¼ page vertical (3 col. x 8) 5" x 7⅞"</p>	<p style="text-align: center;">Full page (6 col. x 16) 10¼" x 15¾"</p>
16 inches vertical		<p style="text-align: center;">½ page horizontal (6 col. x 8) 10¼" x 7⅞"</p>
<p style="text-align: center;">1/8 page vert.</p>		<p style="text-align: center;">¼ page horizontal (4 col. x 6) 6¾" x 5⅞"</p>
<p style="text-align: center;">1/8 page horizontal (3 col. x 4) 5" x 4"</p>		<p style="text-align: center;">(2 x 2) (2 x 4) 3¼" x 4"</p>

(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.

<p style="text-align: center;">¼ page 3⅝" x 4½"</p>	<p style="text-align: center;">½ page 3⅝" x 9¼"</p>	<p style="text-align: center;">Full page 7½" x 9¼"</p>
<p style="text-align: center;">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.

4 THE CAPE COD CHRONICLE 2020-2021