Size Specifications
The regular weekly paper and most supplements utilize the tabloid format.

<table>
<thead>
<tr>
<th>1 col.</th>
<th>2 col.</th>
<th>3 col.</th>
<th>4 col.</th>
<th>5 col.</th>
<th>6 col.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5&quot;</td>
<td>3.25&quot;</td>
<td>5&quot;</td>
<td>6.75&quot;</td>
<td>8.5&quot;</td>
<td>10.25&quot;</td>
</tr>
</tbody>
</table>

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"
- 2 col. = 3¼"
- 3 col. = 5"
- 4 col. = 6¾"
- 5 col. = 8½"
- 6 col. = 10¼"

Examples:
- 2 x 4 is 3¼" by 4" tall
- 3 x 7 is 5" wide by 6⅞" tall
- A quarter-page ad is considered a 24" ad and measures 5" x 7⅞" or 6⅞" x 5 7/8".

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

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.

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.

Note - samples are NOT actual size.