### 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”</td>
<td>3.25”</td>
<td>5”</td>
<td>6.75”</td>
<td>8.5”</td>
<td>10.25”</td>
</tr>
</tbody>
</table>

#### Display Ads Must Follow The Column Width

- 10¼"W x 16”D
- Back flap on supplements: 10¼" x 7¾/8”. Available at additional cost.
- Gutter = 1 pica

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**Column Size:**
- 1 col. = 1½”
- 2 col. = 3¼”
- 3 col. = 5”
- 4 col. = 6¾”
- 5 col. = 8½”
- 6 col. = 10¼”

**Examples:**
- a 2 x 4 is 3¼” by 4” tall
- a 3 x 7 is 5” wide by 6¾” tall
- a quarter-page ad is considered a 24” ad and measures 5” x 7¾/8” or 6¾” x 5 7/8”

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### 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.

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**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.

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**Note - samples are NOT actual size**