

# PRINT AD SPECS

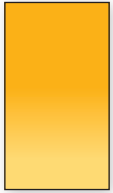


## 43 INCH PRESS SIZE

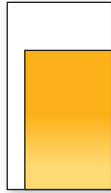
Column x Inches = Image Area

### RETAIL AD SIZES

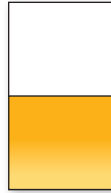
**Full**  
6 col. x 19.5"  
117.00"



**Junior Page**  
5 col. x 14.5"  
72.50"



**Half H**  
6 col. x 9.75"  
58.50"



**Half V**  
3 Col. x 19.5"  
58.50"



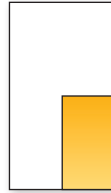
**Tower**  
2 col. x 19.5"  
39.00"



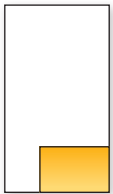
**Quarter H**  
6 Col. x 4.75"  
28.50"



**Quarter V**  
3 col. x 9.75"  
29.25"



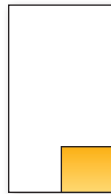
**Landscape**  
4 col. x 4.75"  
19.00"



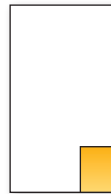
**Strip**  
6 col. x 2"  
12.00"



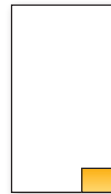
**Eighth**  
3 col. x 4.75"  
14.25"



**Small Portrait**  
2 col. x 4.75"  
9.50"



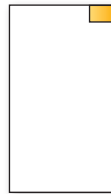
**Business Card**  
2 col. x 2.5"  
5.00"



**Mini**  
1 col. x 2.5"  
2.50"



**Skybox**  
Various  
(See Below)



#### COLUMN WIDTHS:

1 Column = 1.562"  
2 Column = 3.224"

3 Column = 4.886"  
4 Column = 6.548"

5 Column = 8.210"  
6 Column = 9.872"

Double Truck 20.628" Wide

#### SKYBOX SIZES:

Front page: 2 col. x 2.75"  
Inside: 2 col. x 1.5"

### CLASSIFIED AD SIZES

**Full**  
8 col. x 19.5"  
156.00"



**Half H**  
8 col. x 9.75"  
78.00"



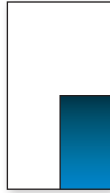
**Half V**  
4 col. x 19.5"  
78.00"



**Quarter H**  
8 col. x 4.75"  
38.00"



**Quarter V**  
4 col. x 9.75"  
39.00"



**Strip**  
8 col. x 2"  
16.00"



**Eighth**  
4 col. x 4.75"  
19.00"



**Sixteenth V**  
2 col. x 4.75"  
9.5"



**Sixteenth H**  
3 col. x 3.25"  
9.5"



#### COLUMN WIDTHS:

1 Column = 1.198"  
2 Column = 2.437"

3 Column = 3.676"  
4 Column = 4.915"

5 Column = 6.154"  
6 Column = 7.393"

7 Column = 8.632"  
8 Column = 9.871"

- PDF file format preferred, also accept EPS (embed or outline fonts)
- File profile and all imagery set to CMYK process colors
- Ad size exactly matches the size noted above
- No crop marks
- DPI: 150 min, 200-300 preferred