

## Ad Size Sheet

BROADSHEET (ROP)					
Single Pg Image Area 9.875"x19.8" / .1" ColGut					
The Gazette, Hoopla, Union					
Milestones - 2, 4, 6 column ads only					
1 col	2 col	3 col	4 col	5 col	6 col
1.5625"	3.225"	4.8875"	6.550"	8.2125"	9.875"
BS One BoxH				2 x 1.25"	
BS 1/48 pg or TAB 1/24 pg				1 x 2.5"	
BS 1/24 pg H or TAB 1/12 pg H				2 x 2.5"	
BS 1/24 pg V or TAB 1/12 pg V				1 x 5"	
BS 1/12 pg or TAB 1/6 pg				2 x 5"	
BS 1/8 pg V or TAB 1/4 pg V				2 x 7.5"	
*BS 1/8 pg H or TAB 1/4 pg H				3 x 5"	
BS 1/8 pg B or TAB 1/4 pg B				6 x 2.5"	
BS 3/16 pg or TAB 3/8 pg				3 x 7.5"	
BS 1/4 pg H or TAB 1/2 pg H				6 x 5"	
*BS 1/4 pg V or TAB 1/2 pg V				3 x 9.8"	
*BS 1/2 pg H or TAB Full pg				6 x 9.8"	
BS 1/2 pg T				4 x 15"	
*BS 1/2 pg V				3 x 19.8"	
*BS Full pg				6 x 19.8"	
BS Dbl Truck 13x19.8 (20.875"x19.8" w/1.125" PgGut)					
TAB Dbl Truck 13x9.8 (20.5"x9.8" w/1.5" PgGut)					
Banner Premium				6 x 2"	
Classified Dog Ear				2 x 2"	
Sports Dog Ear				3 x 2"	
Logo on Front Masthead				2" x 0.5"	
Comic Ad - If Sold Tell Pagination - 6.75" x 6.5"					
Union Shopper Front				6 x 18"	
Embedded news note				2 x 3"	
*Transportation ads sizes					
SPADEA (ROP)					
Spadea Front Flap (V-01)				4.8875" x 19.8"	
Spadea Inside Flap (V-02)				4.8875" x 19.8"	
Spadea Inside Back (V-03)				9.875" x 19.8"	
Spadea Inside Back (V-04)				9.875" x 19.8"	

TAB (TAB)					
Single Pg Image Area 9.5" x 9.8" / .1" ColGut					
TV Week, Special Sections					
PS, The Guide					
1 col	2 col	3 col	4 col	5 col	6 col
1.5625"	3.225"	4.8875"	6.550"	8.2125"	9.875"
One box H/Dogear				2 x 1.25"	
1/24 or One box V				1 x 2.5"	
1/12 pg H				2 x 2.5"	
1/12 pg V				1 x 5"	
1/6 pg				2 x 5"	
1/4 pg B				6 x 2.5"	
1/4 pg V				2 x 7.5"	
1/4 pg H				3 x 5"	
*BS 1/8 pg H or TAB 1/4 pg				3 x 5"	
3/8 pg				3 x 7.5"	
1/2 pg V				3 x 9.8"	
*BS 1/4 pg V or TAB 1/2 pg				3 x 9.8"	
1/2 pg H				6 x 5"	
Full pg				6 x 9.8"	
*BS 1/2 pg H or TAB Full pg				6 x 9.8"	
Dbl Truck 13x9.8 (20.5"x9.8" w/1.5" PgGut)					
PS Front Cover				7.15" x 10"	
PS Guide Front Cover				4 x 7"	
TV Week Cover				6 x 2.5"	
TV Week Island				5.66" x 3"	
*Transportation ads sizes					

Digital	
Digital (Programmatic)	
Medium Rectangle (Med-rec)	300 x 250px
Leaderboard	728 x 90px
Mobile leaderboard	320 x 50px
Double-Medrec	300 x 600px
Skyscraper	160 x 600px
Digital (High Impact)	
High Impact desktop	970 x 250px
High Impact mobile	640 x 770px
Digital (ROS)	
Medium Rectangle (Med-rec)	300 x 250px
Leaderboard	728 x 90px
Mobile leaderboard	320 x 50px
Double-Medrec	300 x 600px

App sizes	
App Open	640 x 770px
Medium Rectangle (Med-rec)	300 x 250px
Mobile leaderboard	320 x 50px
Green Gazette sizes	
Medium Rectangle (Med-rec)	300 x 250px
Leaderboard	728 x 90px
Mobile leaderboard	320 x 50px
Double-Medrec	300 x 600px
Skyscraper	160 x 600px
Newsletter Ad	
Newsletter Ad	600 x 150px