

1/4 page ad*

3 column x 7" ad

Note dotted line - CLASSIFIED AD
3 column: 3-3/4" wide

or

- **2 column x 3.5"**
- **4 column x 5.25"**,
- **5 column x 4.2"**
- **6 column x 3.5"**

Business Card ad*

2 column x 2" ad

Note dotted line - CLASSIFIED AD
2 column: 2-3/8" wide

or

1 column x 4" ad

Minimum ad size*

1 column x 2" ad

CLASSIFIED AD
1 column: 1-1/4" wide

or

2 column x 1" ad

1/2 page ad*

6 column x 7" ad

or

- **3 column x 14"**
- **4 column x 10.5"**
- **5 column x 8.4"**

1/8 page ad*

2 column x 5-1/4" ad

Note dotted line - CLASSIFIED AD
2 column: 2-3/8" wide

or

- **1 column x 10.5"**
- **3 column x 3.5"**
- **4 column x 2.625"**
- **5 column x 2.1"**
- **6 column x 1.75"**

BANNER Newspapers

Mechanical Specifications for ads

Number of Columns: 6 (Tabloid paper)
Note: Classified pages 8 column Tabloid

Column Widths:

1 column	1-9/16" (9.5 picas)
1 column classified ad	1-1/4" (7.5 picas)
2 column	3-5/16" (20 picas)
2 column classified ad	2-3/8" (14.5 picas)
3 column	5-1/16" (30.5 picas)
3 column classified ad	3-3/4" (22.9 picas)
4 column	6-3/4" (41 picas)
4 column classified ad	5-1/16" (30.7 picas)
5 column	8-9/16" (51.5 picas)
5 column classified ad	6-5/16" (38 picas)
6 column	10-1/4" (62 picas)
6 column classified ad	7-11/16" (46.5 picas)
8 column classified ad	10-1/4" (62 picas)

Column depth: 14-1/4" (200 lines)

Column Spacing: 1/6" (1 pica)

Printed Page: 10-1/4" x 14-1/4" (1,200 lines)

Platform Type: Mac OS 9 & Mac OS 10

Software Used: Pagemaker, InDesign, Photoshop,
Illustrator and Adobe Acrobat

Ad Content Requirements:

Photos - 300 dpi (min. resolution for best quality)
- tif format (jpg lesser quality)
- full colour CMYK

Clipart - 150 dpi (min. resolution for best quality)
- jpg or tif format
- full colour CMYK

Electronic ads (on CD or 5 MB maximum size for e-mailing):

Ad Size - set to fit one of above column widths

Colour ads - PDF, EPS or Photoshop in CMYK

B&W ads - PDF, EPS or Photoshop

Note: If not able to provide electronic ad in acceptable documents, send the sample layout along with the original photos and clipart, plus the selected fonts, to enable the production department to build the ad to match your sample layout.