



# The News-Press Media Group's ad sizes



## The News-Press and Community Weeklies

### 6 COLUMN ROP

Col.	Picas	Inches
1	9.42	1.57
2	19.6	3.25
3	29.64	4.94
4	39.78	6.63
5	49.92	8.32
6	60	10
Full Depth	128.6	21.5

### ROP DOUBLE TRUCK

Col	Picas	Inches
9	87	14.5
10	96.9	16.125
11	106.6	17.75
12	116.3	19.375
13	128.6	21.5
Full Depth	128.6	21.5

### 6 COLUMN ROP TABLOID

(Gulf Coasting, Tropicalia, Taste)

Col	Picas	Inches
1	9.42	1.57
2	19.6	3.25
3	29.64	4.94
4	39.78	6.63
5	49.92	8.32
6	60	10
Double Truck	128.6 x 60	21.5 x 10

### 6 COLUMN MODULAR TABLOID

	Ticket	Picas	Inches
1/8	3 x 2.5	29.64 x 15	4.94 x 2.5
1/4 vertical	3 x 5	29.64 x 30	4.94 x 5
1/4 horizontal	6 x 2.5	60 x 15	10 x 2.5
1/2 vertical	3 x 10	29.64 x 60	4.94 x 10
1/2 horizontal	6 x 5	60 x 30	10 x 5
Full	6 x 10	60 x 60	10 x 10

Full Bleed: 11 x 11 Double Truck Bleed: 21.5 x 11

### 10 COL CLASSIFIED TABLOID

(HomeFinder.com, Waves, Careers)

	Ticket	Picas	Inches
1/8	5 x 2.5	29.64 x 15	4.94 x 2.5
1/4	5 x 5	29.64 x 30	4.94 x 5
1/2 vertical	5 x 10	29.64 x 60	4.94 x 10
1/2 horizontal	10 x 5	60 x 30	10 x 5
Full	10 x 10	60 x 60	10 x 10
Double Truck	21 x 10		21.5 x 10

Effective 5/28/2010

### 10 COLUMN CLASSIFIED

	Picas	Inches
1	5.83	0.95
2	11.91	1.96
3	17.91	2.96
4	23.98	3.97
5	29.98	4.97
6	35.11	5.98
7	41.11	6.98
8	47.12	7.99
9	53.12	8.99
10	60	10
Double Truck	128.6	21.5
Full Depth	128.6	21.5

### CLASSIFIED/ROP CONVERSION

ROP Col	ROP Inches	CLASS Col	CLASS Inches
1	1.57	→ 2	1.96
2	3.25	→ 3	2.96
3	4.94	→ 5	4.97
4	6.63	→ 7	6.98
5	8.32	→ 8	7.99
6	10	→ 10	10

### ONLINE

#### Banner ads

file size 60K; Static Page file size 100K

Ad Size	Pixels
Static Page	640 x 480
Button	120 x 90
Medium Rectangle	300 x 250
Wide Skyscraper	160 x 600
Leaderboard	728 x 90

### SLIDING BILLBOARD

[news-press.com](http://news-press.com)

Ad Size	Pixels
Billboard	940 x 340
Pencil	940 x 30

[gulfcoast.metromix.com](http://gulfcoast.metromix.com)

Ad Size	Pixels
Billboard	970 x 300
Pencil	970 x 30

## Special Pages/Sections

### COUPON VALUE GUIDE

<b>Ad</b>	<b>Inches</b>
3 x 3	4.94 x 3.045

### COUPON BOOKS

<b>Ad</b>	<b>Inches</b>
3 x 5	4.25 x 4.317

### 3-COLUMN QUARTER-FOLD

<b>Size</b>	<b>Inches</b>
3 x 5	4.5 x 4.75
3 x 10	4.5 x 9.75
7 x 10 Double Truck	9.6 x 9.75

### GATEFOLD

<b>Size</b>	<b>Inches</b>
	4.5 x 21.5

### CAREER BUILDER EXTRA

	<b>Ticket</b>	<b>Inches</b>
1/8 pg	5 x 2.5	4.92 x 2.59
1/4 pg vertical	5 x 5	4.92 x 5.29
1/4 pg horizontal	10 x 2.5	10 x 2.59
1/2 pg vertical	5 x 10	4.92 x 10
1/2 pg horizontal	10 x 5	10 x 5.29
Full Page	10 x 10	10 x 10

### PRINT & DELIVER & INSERTS

<b>Size (Trim)</b>	<b>Inches</b>	<b>Fold Size</b>
5.5 x 8.5	5 x 8	
8.5 x 11	8 x 10.5	
Trifold: 11 x 17	10.5 x 16.5	
4 Pg: 11 x 17	10.5 x 16.5	8.5 x 11
Full Bleed: Create page	9 x 11.5	
8.5 x 11 (Trim)	8 x 10.5 (Image area)	

### FRONT PAGE NOTES

<b>Size</b>	<b>Trim Size 3" x 3"</b>	<b>Image</b>
Standard Non-Bleed	3 x 3	2.875 x 2.875
Standard Bleed	3.125 x 3.125	2.875 x 2.875
Special Shape	3.125 x 3.125	2.875 x 2.875

### AD BAGS

<b>Size</b>	<b>Image</b>
11 x 23	10 x 21
10 x 23	9 x 21
8 x 23	7 x 21

## Magazines



Publishes: Monthly

	<b>Ticket</b>	<b>Inches</b>
1/8	2 x 2.5	3.875 x 2.5
1/4	2 x 5	3.875 x 5
1/2 vertical	2 x 10	3.875 x 10
1/2 horizontal	4 x 5	7.875 x 5
Full	4 x 10	7.875 x 10
Full Bleed	4 x 10	8.875 x 11.375

### Quick Finds

Half Pint	1.9 x 1.8
Biz Card vertical	1.9 x 3.8
Biz Card horizontal	3.8 x 1.8
Block Buster	3.875 x 3.8
Block Buster Plus	3.875 x 5.7
Block Buster Plus Plus	3.875 x 9.8



Celebrating the good life in Lee County | grandeurmagazine.com

Publishes: November, December, January, February, March, April

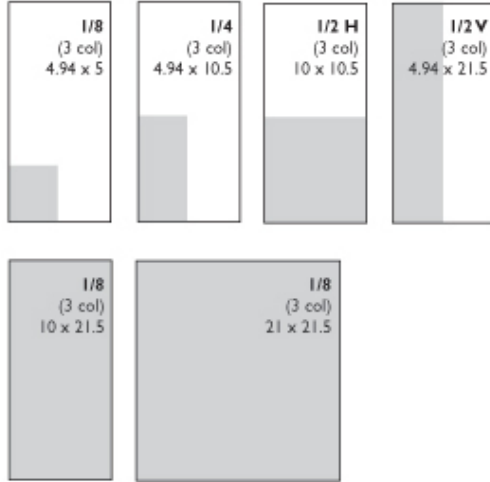
	<b>Ad</b>	<b>Inches</b>
1/4 vertical	3 x 5.5	4.75 x 5.25
1/3 vertical	2 x 11	3 x 11
1/2 vertical	3 x 11	4.75 x 11
1/2 horizontal	6 x 5.5	9.5 x 5.25
Full	6 x 11	9.5 x 11
Full Bleed	6 x 11	11 x 12.5
Center Spread	13 x 11	22 x 12.5

For questions regarding ad sizes,  
contact Jennie Green at 239.335.0524

**Retail & 6 Col. Tabloid**

Columns Picas Inches

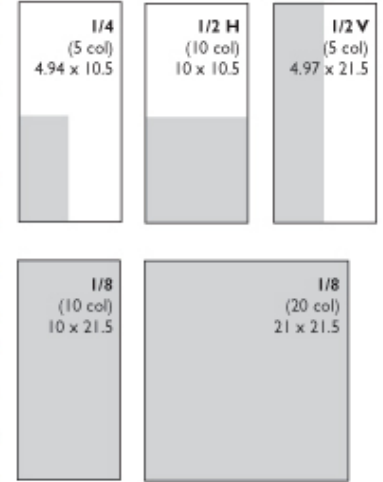
1 Col	9.42	1.57"
2 Col	19.6	3.257"
3 Col	29.64	4.94"
4 Col	39.78	6.63"
5 Col	49.92	8.32"
6 Col	60	10"
13 Col	128.6	21.5"
<b>Full Page Ad Size:</b> 10" x 21.5"		
<b>Double Truck Size:</b> 21" x 21.5" (Retail) 21" x 10" (Tabloid)		



**Classified**

Columns Picas Inches

1 Col	5.83	.95"
2 Col	11.91	1.96"
3 Col	17.91	2.96"
4 Col	23.98	3.97"
5 Col	29.98	4.97"
6 Col	35.11	5.98"
7 Col	41.11	6.98"
8 Col	47.12	7.99"
9 Col	53.12	8.99"
10 Col	60	10"
20 Col	128.6	21.5"
<b>Full Page Ad Size:</b> 10" x 21.5"		
<b>Double Truck Size:</b> 21" x 21.5"		



**10 Col. Tabloid**

Ticket Picas Inches

1/8	5 x 2.5	29.64 x 15	4.94 x 2.5
1/4	5 x 5	29.64 x 30	4.94 x 5
1/2 V	5 x 10	29.64 x 60	4.94 x 10
1/2 H	10 x 5	60 x 30	10 x 5
Full	10 x 10	60 x 60	10 x 10
DT	21 x 10	128.6 x 60	21.5 x 10
<b>Full Page Ad Size:</b> 10" x 10"			
<b>Double Truck Size:</b> 21.5" x 10"			

