

STANDARD PRODUCTS - PASS SIZES

PREFERRED Ad SUBMISSION SIZE

Dailies, Weeklies, and Shoppers, Rhythm, and TVWeek, 5 col ROP

ROP: CHART A (1)

WSJ & TCT	Rhythm/5 col. Tab	1 column	10p6	1.75"
		2 column	21p9	3.625"
		3 column	33p0	5.5"
		4 column	44p3	7.375"
		5 column	55p6	9.25"
		6 column	66p9	11.125"

Dailies, Weeklies, and Shoppers

9 COL. CLASSIFIED: CHART B (2)

1 column	6p10.997	1.152"
2 column	14p4.747	2.399"
3 column	21p10.498	3.645"
4 column	29p4.248	4.892"
5 column	36p9.998	6.138"
6 column	44p3.749	7.385"
7 column	51p9.499	8.631"
8 column	59p3.25	9.878"
9 column	66p9	11.125"

FULL PAGE SIZES

WSJ & TCT	66p9 x 129p	11.125" x 21.5"
Rhythm	55p6 x 66p0	9.25" x 11"
Home & Apt-ROP	55p6 x 66p0	9.25" x 11"
Home & Apt-Class	59p3.25 x 66p0	9.878" x 11"
TV Week	55p6 x 66p0	9.25" x 11"

DOUBLE TRUCKS - WITH MAXIMUM DEPTH

WSJ & TCT	138p9 x 129p0	23.125" x 21.5"
Rhythm	129p0 x 66p0	21.5" x 11"
Home & Apt-Class	129p0 x 66p0	21.5" x 11"

When ticketing ads between products:

1. A separate ticket is needed for products from different charts.
2. Have the ad built to the most standard size. (ROP if possible.)
3. Resize the width. Then determine the height for the 2nd product.
4. For CPU discounts, staple the ticket copies together and give them to the business office.

(If you want the ad to float in the space, then ignore the above.)

INCHES:

1/16"	.062	9/16"	.562
1/8"	.125	5/8"	.625
3/16"	.187	11/16"	.687
1/4"	.25	3/4"	.75
5/16"	.312	13/16"	.812
3/8"	.375	7/8"	.875
7/16"	.437	15/16"	.937
1/2"	.5		

MODULAR PRODUCTS - PASS SIZES

PREFERRED AD SUBMISSION SIZE

4 COLUMN SHORT TAB: CHART D (6)

Modular Sizes	Ticket Sizes	Billed Inches	Dimensions In	
			Picas	Inches
1/16	1 x 2.75	3.50"	14p3 x 16p6	2.375" x 2.5
1/8 VT	1 x 5.25	7.25"	14p3 x 31p6	2.375" x 5.25"
1/8 HZ	2 x 2.75	7.25"	30p x 16p6	5" x 2.5
1/4 VT	1 x 11	14.5"	14p3 x 66p0	2.375" x 11"
1/4 HZ	2 x 5.25	14.5"	30p x 31p6	5" x 5.25"
1/3 Pg	3 x 5.25	21.50"	45p9 x 31p6	7.625" x 5.25"
1/2 VT	2 x 11	29.25"	30p x 66p0	5" x 11"
1/2 HZ	4 x 5.25	29.25"	61p6 x 34p6	10.25" x 5.25"
3/4 Pg	3 x 11	44.00"	45p x 66p0	7.5" x 11"
Full Pg	4 x 11	58.75"	61p6 x 66p0	10.25" x 11"
Dbl Tk.	9 x 11	129.25"	129p x 66p0	21.5" x 11"

4 COLUMN TALL TAB: CHART E (7)

Modular Sizes	Ticket Sizes	Billed Inches	Dimensions In	
			Picas	Inches
1/8 VT	1 x 7.75	10.0	14p3 x 46p6	2.375" x 7.75"
1/8 HZ	2 x 3.75	10.0	30p x 22p6	5" x 3.75"
1/4 VT	1 x 16.0	20.0	14p3 x 96p	2.375" x 16"
1/4 HZ	2 x 7.75	20.0	30p x 46p6	5" x 7.75"
1/2 VT	2 x 16.0	40.0	30p x 96p	5" x 16"
1/2 HZ	4 x 7.75	40.0	61p6 x 46p6	10.25" x 7.75"
Full Pg	4 x 16.0	80.0	61p6 x 96p	10.25" x 16"
Dbl Tk.	9 x 16.0	176.0	129p x 96p	21.5" x 16"

4 COLUMN 1/4 FOLD: CHART F (8)

Modular Sizes	Ticket Sizes	Flat Charge	Dimensions In	
			Picas	Inches
1/8 VT	1 x 4.75	5"	10p6 x 28p6	1.75" x 4.75"
1/8 HZ	2 x 2.25	5"	22p6 x 13p6	3.75" x 2.25"
1/4 Pg	2 x 4.75	10"	22p6 x 28p6	3.75" x 4.75"
1/2 VT	2 x 9.75	20"	22p6 x 58p6	3.75" x 9.75"
1/2 HZ	4 x 4.75	20"	46p6 x 28p6	7.75" x 4.75"
Full Pg	4 x 9.75	40"	46p6 x 58p6	7.75" x 9.75"
Dbl Tk.	9 x 9.75	89.75"	96p x 58p6	16" x 9.75"

4 COLUMN 1/4 FOLD ANS. BOOK: CHART J (4)

Modular Sizes	Ticket Sizes	Dimensions In	
		Picas	Inches
1/6 Pg	1 x 4.75	15p x 28p6	2.5" x 4.75"
1/3 HZ	2 x 4.75	30p9 x 28p6	5.125" x 4.75"
1/3 VT	1 x 9.75	15p x 58p6	2.5" x 9.75"
1/2 HZ	3 x 4.75	46p6 x 28p6	7.75" x 4.75"
2/3 HZ	3 x 6.5	46p6 x 39p	7.75" x 6.5"
2/3 VT	2 x 9.75	30p9 x 58p6	5.125" x 9.75"
Full Pg	3 x 9.75	46p6 x 58p6	7.75" x 9.75"

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