

Ad Specifications for City Markets - Tabloid Size

Mechanical Requirements:	Cape Breton:	Chatham, Cornwall	Kingston	Niagara Falls, Welland
full page	10.5"wide x 11.5"deep	10.25"wide x 11.5"deep	10.25"wide x 11.5"deep	10.375"wide x 11.5"deep
2/3 vertical	N/A	6.875"wide x 11.5"deep	N/A	N/A
1/2 vertical	N/A	N/A	N/A	6.875"wide x 11.5"deep
1/3 vertical	N/A	N/A	N/A	3.375"wide x 11.5"deep
1/2 horizontal	10.5"wide x 5.5"deep	10.25"wide x 5.5"deep	10.25"wide x 5.5"deep	10.375"wide x 5.5"deep
1/3 square	N/A	6.875"wide x 5.5"deep	N/A	N/A
1/4 page	N/A	N/A	5"wide x 5.5"deep	N/A
1/6 page	3.375"wide x 5.5"deep	3.3"wide x 5.5"deep	3.3"wide x 5.5"deep	3.3"wide x 5.5"deep
1/12 page	N/A	3.3"wide x 2.86"deep	N/A	N/A
banner (inside)	10.5"wide x 2"deep	10.25"wide x 1.5"deep	10.25"wide x 1.85"deep	10.375"wide x 1.5"deep
banner (cover)	10.25"wide x 1.75"deep	10.25"wide x 1.5"deep	10.25"wide x 1.85"deep	10.375"wide x 1.5"deep
listing lug	2.25"wide x 2"deep	1.5"wide x 1.5"deep	1.5"wide x 1.5"deep	2.25"wide x 1.5"deep

Mechanical Requirements:	Owen Sound:	Peterborough:	Sarnia	Simcoe County
full page	10.45"wide x 11.5"deep	10.5"wide x 11.5"deep	10.25"wide x 14"deep	10.347"wide x 11.5"deep
2/3 vertical	N/A	N/A	N/A	N/A
1/2 vertical	N/A	N/A	N/A	4.167"wide x 11.5"deep
1/3 vertical	3.375"wide x 11.5"deep	N/A	N/A	3.4"wide x 11.5"deep
1/2 horizontal	10.45"wide x 5.5"deep	10.5"wide x 5.5"deep	10.25"wide x 7"deep	10.347"wide x 5.5"deep
1/3 square	N/A	N/A	N/A	N/A
1/4 page	N/A	N/A	N/A	N/A
1/6 page	3.375"wide x 5.5"deep	3.375"wide x 5.5"deep	N/A	3.4"wide x 5.5"deep
1/12 page	N/A	N/A	N/A	3.4"wide x 2.875"deep
banner (inside)	10.45"wide x 1.75"deep	10.5"wide x 2"deep	10.25"wide x 2"deep	10.347"wide x 1.785"deep
banner (cover)	10.45"wide x 1.75"deep	10.25"wide x 1.75"deep	10.25"wide x 2"deep	10.347"wide x 1.785"deep
listing lug	2.2"wide x 1.785"deep	2.25"wide x 2"deep	1.25"wide x 1.5"deep	2.2"wide x 1.785"deep