

# 44" Web

Sizes as of July 7, 2009



## Broadsheet

Page Depth 21"  
Inside Gutter 1"

## Column Sizes

| Columns ... Picas ..... | Inches             |
|-------------------------|--------------------|
| 1.....                  | 9.582 ..... 1.597" |
| 2.....                  | 19.92 ..... 3.32"  |
| 3.....                  | 30.24 ..... 5.04"  |
| 4.....                  | 40.56 ..... 6.76"  |
| 5.....                  | 50.94 ..... 8.49"  |
| 6.....                  | 61.2 ..... 10.2"   |
| DT .....                | 128.4 ..... 21.4"  |



## Tabloid

Page Depth 10"  
Inside Gutter 1"

|                               |                                  |                                 |  |                               |                              |                           |
|-------------------------------|----------------------------------|---------------------------------|--|-------------------------------|------------------------------|---------------------------|
| Full Page<br>6 col x 21"      | Half Horizontal<br>6 col x 10.5" | Half Vertical<br>3 col x 21"    | Full Page<br>6 col x 10"                         | Half Horizontal<br>6 col x 5" | Half Vertical<br>3 col x 10" | 2/3 page<br>4 col x 10"   |
| 1/4 Vertical<br>3 col x 10.5" | 1/4 Horizontal<br>6 col x 5.25"  | 1/8 Horizontal<br>3 col x 5.25" | 1/3 Vertical<br>2 col x 10"                      | 1/3 Horizontal<br>4 col x 5"  | 1/4 Page<br>3 col x 5"       | 1/6 Page<br>1 col x 10"   |
| 1/8 Vertical<br>2 col x 8"    | 1/16 of a page<br>2 col x 4"     | 1/16 of a page<br>1 col x 8"    | 1/6 Page<br>2 col x 5"                           | 1/8 Page<br>3 col x 2.5"      | 1/12 Page<br>1 col x 5"      | 1/12 Page<br>2 col x 2.5" |
|                               |                                  |                                 | 1/24 Page<br>1 col x 2.5"<br><i>Weekend Only</i> |                               |                              |                           |

**Artistic ads**

Can be L shaped, Fireplace,  
Goal Post, Skyline, etc.  
Build the ad on the ad number with the  
largest ad size and build it to the  
largest total dimension.

## Herald Values

| Front Page             |               |
|------------------------|---------------|
| Front Cover            | 9.5" X 7.8"   |
| Ear                    | 2.7" X 2.3"   |
| Non Paid Banners       | 6.7" X 2.3"   |
| Inside Pages           |               |
| Inside Full (pg 2 & 3) | 9.55" X 10.2" |
| Inside Half (pg 2 & 3) | 9.5" X 5"     |
| Doubletruck            | 20" X 10.2"   |
| Non Paid Lip           | .38" X 10.2"  |
| Back Pages             |               |
| Back Page              | 10.8" X 7.9"  |
| Non Paid Address Panel | 10.8" X 2.22" |

## Look-Alikes

| Front Page             |              |
|------------------------|--------------|
| Front Cover            | 9.5" X 7.8"  |
| Ear                    | 2.7" X 2.3"  |
| Banner                 | 6.7" X 2.3"  |
| Inside Pages           |              |
| Inside Full (pg 2 & 3) | 9.5" X 10.2" |

## Action Inserts

| Broadsheet  |               | Tabloid     |               |
|-------------|---------------|-------------|---------------|
| Image       | 10.2" X 21.4" | Image       | 10.2" X 10.2" |
| Doubletruck | 21.4" X 21.4" | Doubletruck | 21.4" X 10.2" |