

ACTUAL AD SIZES

COLUMNS • INCHES • PICAS

RETAIL & REGULAR TAB		
Columns	Inches	Picas
1	1.715	10p3.5
2	3.597	21p7
3	5.479	32p10.5
4	7.36	44p2
5	9.243	55p5.5
6	11.125	66p9
M-SAT Stock Island	3.597" x 5.25"	

RETAIL/TAB DBL TRUCK COL + GUTTER		
Columns	Inches	Picas
9	15.72	94p3
11	19.48	116p10.5
13	23.25	139p6

CLASSIFIED		
Columns	Inches	Picas
1	1.075	6p5.4
2	2.192	13p1.8
3	3.308	19p10.2
4	4.425	26p6.6
5	5.542	33p3
6	6.658	39p11.4
7	7.775	46p7.8
8	8.891	53p4.2
9	10.008	60p0.6
10	11.125	66p9
SUNDAY Stock Island	3.308" x 6"	

CLASS DBL-TRUCKS COL + GUTTER		
Columns	Inches	Picas
17	18.78	112p8.1
19	21.02	126p1.4
21	23.25	139p6

COUPON CONNECTION		
# OF COUPONS	Width	Depth
1	3"	2.5"

DINING GUIDE		
COUPON	Width	Depth
1	2"	3"
PAGE	Width	Depth
Full	9"	10.63"

COMMERICAL TABS		
SIZE	WIDTH	DEPTH
DBL TRUCK	21.5"	11.125"
	129p	66p9
SINGLE PG	10.25"	11.125"
	61p6	66p9

NWAUTOS • NWHOMES		
Columns	Inches	Picas
HALF PG	5.125 x 4.55	30p9
FULL PG	5.125 x 9.26	30p9

MODULAR TAB & CHANNELS			
SIZE	WIDTH	DEPTH	ORDER
FULL PAGE	10.25	11.125	4x12
1/2 PG HORI	10.25	5.5	4x6
1/2 PG VERT	5.042	11.125	2x12
1/4 PG	5.042	5.5	2x6
1/8 PG	5.042	2.689	2x3

MAGAZINES		
SIZE	WIDTH	DEPTH
FULL PAGE		
Bleed Size	8.625	11
Trim Size	8.375	10.75
Full Page no bleed	7.375	9.5
2/3 PAGE vertical	4.833	9.5
1/2 PAGE vertical	5	7.75
1/2 PAGE horizontal	7.375	4.625
1/3 PAGE vertical	2.292	9.5
1/3 PAGE square	4.833	4.626
1/6 PAGE vertical	2.292	4.625
1/12 PAGE	2.357	2.271
Who'sWho/Profiles	3.562	4.625

GLOSSY TRIMMED COVER			
Front/Inside Front Cover	Width	Depth	
Bleed	11.5"	12.5"	
Towner Trim	11.25"	12"	
Final Trim	11"	11.5"	
Type Safety	10.875"	11.25"	
Back/Inside Back Cover	Width	Depth	
Bleed	12.25"	12.5"	
Towner Trim	12"	12"	
Final Trim	11"	11.5"	
Type Safety	10.875"	11.25"	

GLOSSY TRIMMED TAB			
SIZE	WIDTH	DEPTH	ORDER
FULL	10"	10"	Full
1/2 Hori	10"	4.9"	1/2 pg
1/2 Vert	4.9"	10"	1/2 pg
1/4 PG	4.9"	4.9"	1/4 pg
1/8 Hori	4.9"	2.4"	1/8 pg
DT	21"	10.65"	DT

RE SKYBOXES			
Ad	Width	Depth	
1	2.75"	2.75"	

ONLINE (in pixels)			
Banner 728x90	Button 120x120	Featured Agent 240x142	
Skyscraper 120x600	Big Ad 300x250	Cars.com Banner 728x90	
		Cars.com Skyscraper 160x600	