

Retail Advertising

Mechanicals

Broadsheet & Tabloid

Effective October 2, 2012

Columns Height										
in Picas	in Points	in Inches								
120p	1440	20.000								
108p	1301	18.000								
96p	1156	16.000								
84p	1011	14.000								
72p	867	12.000								
60p	722	10.000								
48p	577	8.000								
36p	433	6.000								
24p	289	4.000								
12p	144	2.000								

Ad Example:

3x10

3 = Three columns wide
10 = 10 inches high

Ad size in inches =
Three Columns x Ten Inches
4.847" x 10"

Ad Sizes

below 9.5" high can be used
in either Broadsheet
or Tabloid Format.

Columns Width	1	2	3	4	5	6
Inches	1.542"	3.194"	4.847"	6.5"	8.153"	9.806"
Points	111	230	349	468	587	706
Picas	9p3	19p2	29p1	39p	48p11	58p9

Publisher reserves the right to reject, discontinue, classify or omit any advertisement in accordance with the standards acceptable to Publisher without notice. All advertising must meet terms and conditions - ask for a printed copy from your advertising representative.

**Duluth News Tribune • Duluth Budgeteer News • Superior Telegram • Pine Journal
Two Harbors Lake County News Chronicle • Northland Smart Shopper**