

**ROP DISPLAY**

Unit Name	Columns (Inches)	Depth (Inches)
Full Page	6 (10.87)	21.00
1/2 Page Horiz	6 (10.87)	10.00
1/4 Page Horiz	6 (10.87)	5.00
1/8 Page Banner Ad	6 (10.87)	2.5
1/2 Page Vert	3 (5.375)	21.00
1/4 Page Vert	3 (5.375)	10.00
1/8 Page Square	3 (5.375)	5.00
1/16 Page Horiz	3 (5.375)	2.5
1/6 Page Vert	2 (3.542)	10.00
1/12 Page	2 (3.542)	5.00
1/24 Page Square	2 (3.542)	2.5
1/24 Page Vert	1 (1.708)	5.00
1/48 Page	1 (1.708)	2.5
Double Truck	12 (22.38)	21.00
Spadea Front	3 (5.375)	17.00
Strip Ad	6 (10.87)	2.5

  

COL.	INCHES	<p><b>ROP PAGE SIZE:</b> 6 COL (10.875" WIDE) X 21 INCHES DEEP</p>
1	1.708	
2	3.542	
3	5.375	
4	7.208	
5	9.042	
6	10.87	

**BOOKLETS**

Unit Name	Columns (Inches)	Depth (Inches)
Back Cover	10 (9.042)	10.0
Inside Cover	10 (9.042)	10.0
Full Page	10 (9.042)	10.0
1/2 Page Horizontal	10 (9.042)	4.88
1/2 Page Vertical	5 (4.458)	10.0
Quarter Page	5 (4.458)	4.88
Eighth Page	5 (4.458)	2.31

**LOCAL LIFE**

Unit Name	Columns (Inches)	Depth (Inches)
Full Page	6 (10.875)	21.25
1/2 Page Horizontal	6 (10.875)	10.25
1/2 Page Vertical	3 (5.388)	21.25
1/4 Page	3 (5.388)	10.25
1/8 Page	3 (5.388)	5.0
Skybox	2.2	2.15
Strip	6 (10.875)	2.5

**AWE**

COL.	INCHES	<p><b>FULL PAGE:</b> 5 COL (9.042" W) X 10.5" D</p> <p><b>HALF PAGE:</b> 5 COL (9.042" W) X 5" D</p>
1	1.7083	
2	3.5417	
3	5.375	
4	7.2083	
5	9.042	

**LOCAL LIFE SERVICE DIRECTORY**

Unit Name	Columns (Inches)	Depth (Inches)
2 x 3	2 (3.542)	3
2 x 2	2 (3.542)	2
2 x 1	2 (3.542)	1

**CLASSIFIED**

**DISPLAY**

COL.	INCHES	<p><b>CLASSIFIED PAGE SIZE:</b> 6 COL (10.875" WIDE) X 21" DEEP</p>
1	1.6875	
2	3.52	
3	5.36	
4	7.2	
5	9.04	
6	10.875	

**DIRECTORY**

Unit Name	Width(Inches)	Depth(Inches)
1x1	1.7083	1.00
1x1.5	1.7083	1.5
1x2	1.7083	2.00
1x3	1.7083	3.00
1x4	1.7083	4.00
2x2	3.5417	2.00

Advertising Deadlines:

For Insertion:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Space & Copy	4PM Thu.	4PM Fri.	4PM Mon.	4PM Tue.	4PM Wed.	4PM Thu.	4PM Thu.
Camera Ready	4PM Fri.	4PM Mon.	4PM Tue.	4PM Wed.	4PM Thu.	4PM Fri.	4PM Fri.

Specialty Deadlines	Local Life	AWE
Space & Copy	5PM Tues. 9 days prior	4PM Mon.
Camera Ready	5PM Tues. 9 days prior	12N Wed.