



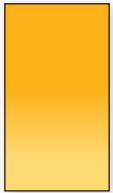
# PRINT AD SPECS

## RETAIL AD SIZES (6 COLUMN)

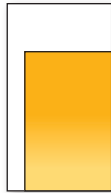
43 INCH PRESS SIZE

Column x Inches = Image Area

**Full**  
6 col. x 19.5"



**Junior Page**  
5 col. x 14.5"



**Half H**  
6 col. x 9.75"



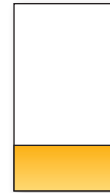
**Half V**  
3 Col. x 19.5"



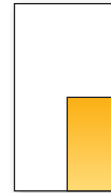
**Tower**  
2 col. x 19.5"



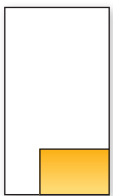
**Quarter H**  
6 Col. x 4.75"



**Quarter V**  
3 col. x 9.75"



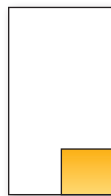
**Landscape**  
4 col. x 4.75"



**Strip**  
6 col. x 2.5"



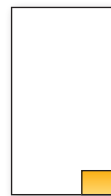
**Eighth**  
3 col. x 4.75"



**Small Portrait**  
2 col. x 4.75"



**Business Card**  
2 col. x 2.5"



**Skybox\***  
(Main Front)  
2 col x 2.15"



**Mini**  
1 col. x 2.5"



### COLUMN WIDTHS:

1 Column = 1.562"

3 Column = 4.886"

5 Column = 8.210"

2 Column = 3.224"

4 Column = 6.548"

6 Column = 9.872"

**Double Truck 20.628" Wide**

\*SKYBOX: Content/Creative must only be 2.2" x 2.15". Content/Creative MUST BE aligned to the right, leaving the left portion of the ad for transparency

## CLASSIFIED AD SIZES (8 COLUMN)

**Full**  
8 col. x 19.5"



**Half H**  
8 col. x 9.75"



**Half V**  
4 col. x 19.5"



**Quarter H**  
8 col. x 4.75"



**Quarter V**  
4 col. x 9.75"



**Strip**  
8 col. x 2.5"



**Eighth**  
4 col. x 4.75"



**Sixteenth V**  
2 col. x 4.75"



**Sixteenth H**  
3 col. x 3.25"



### COLUMN WIDTHS:

1 Column = 1.198"

3 Column = 3.676"

5 Column = 6.154"

7 Column = 8.632"

2 Column = 2.437"

4 Column = 4.915"

6 Column = 7.393"

8 Column = 9.871"

### NOTES

- PDF file format preferred, also accept EPS (embed or outline fonts)
- File profile and all imagery set to CMYK process colors
- Ad size exactly matches the size noted above
- No crop marks
- DPI: 300 preferred



# PRE-PRINT INSERTS

## DEADLINES AND INSTRUCTIONS

**A minimum of 2% spoilage is required for all materials that meet preprint specifications.**

Preprints that fail to meet the standard weight and size specifications as stated above (or include a wrap or blow-ins) may:

- Require additional waste allowance to ensure full delivery
- Receive less than scheduled distribution because of waste
- Require extra handling, the cost of which will be billed to the advertiser
- SPECIAL REQUIREMENTS FOR NON-STANDARD INSERTS: envelopes, sample packets, coupon packets, perforated cards, self-sealing envelopes, etc.
  - » A minimum of 200 samples must be submitted for testing at least six weeks prior to distribution date. Prompt notice of acceptance or rejection will be made.

### RESERVATION DEADLINES

Reservations must be received at least three to four weeks prior to insertion date.

### PREPRINT DELIVERY INSTRUCTIONS

1. Each skid must be labeled with the following information:
  - Advertiser
  - Distribution date
  - Skid number/Total number of skids
  - Number of inserts per skid
  - Total number of inserts for distribution
  - Publication name on each skid
  - Bulk shipments will not be accepted
2. Bill of Lading information must include:
  - Advertiser
  - Distribution date
  - Total number of inserts
  - Total number of skids in shipment

### 3. Packing requirements:

- Skids should be a maximum of 60 inches and skid tops should match but not exceed the size of the skid.
- Tops should protect skid contents against damage. Inserts should never extend beyond any edge of the skid.
- Preprints must be well jogged, brick-stacked with folded edge evenly aligned vertically 6 to 8 inches to a turn, two turns to a stack.
- Underlayments should be used every 18 inches and on the bottom and top of each skid.
- Preprints delivered in boxes should be securely strapped to a skid.

### 4. Damaged Shipments & Preprints:

- Photos are taken upon arrival of visible damage and sent to responsible parties.
- We cannot be held responsible if the damage is inside of the skid and not visible until insertion causing shortages.
- Contacts will be notified as soon as possible.

### 5. Daily inserts must be delivered no later than 10 days prior to the distribution date. Sunday inserts must be delivered no later than 16 days prior to the distribution date.

### 6. Inserts should be sent to:

Tiedeman Production and Distribution  
4800 Tiedeman Rd (at I-480)  
Brooklyn, OH 44144

### 7. Receiving: Monday - Friday, 8 am - 3 pm. Delivery information: (216) 999-5401



# SPADEA

A Spadea, or Spadea Fold, is a separately printed unbound broadsheet that is folded around a newspaper, appearing as a partial page.

## AVAILABILITY

- Available for Sunday or Daily papers.
- Can print 2 spadeas per publication day, 1st will cover Main, 2nd will cover Sports if Main is sold.

## SPECIFICATIONS

- File profile and all imagery set to CMYK process colors
- No crop marks
- DPI: 300 preferred
- PDF file format preferred, also accept EPS (embed or outline fonts)
- The 4-sided spadea is divided into 4 “pages”:  
 Page 1 (Front) = 4.5” x 16” and 4.5” x 19.75” (provide both sizes as depends on where it straps)  
 Page 2 (Inside Front) = 4.5” x 19.75”  
 Page 3 (Inside Back) = 9.875” x 19.75”  
 Page 4 (Back) = 9.875” x 19.75”
- Each page needs to be saved and named separately, labeling which is page 1, 2, 3, and 4.



Mockup

