

# NEW ADVERTISING MEASUREMENTS

Effective  
July 2, 2007

Ads should be produced in the column widths shown below. Ad widths allow for space between ads, therefore the width of a 4 column ad is not determined by doubling the width of a 2 column ad. Ad depth is determined in inches. Ad depth allows for space above and below the ad, therefore ads should be built 6 points short of total ad depth inches. Contact your account representative for more information. Ads wider than a single page will be billed an additional column inch for the gutter.

## ROP Column Width Measurements

Full Page is 6 columns  
Doubletruck is 12 columns

1 COL.	2 COL.	3 COL.	4 COL.	5 COL.	6 COL.	7 COL.	8 COL.	9 COL.	10 COL.	11 COL.	12 COL.
PICAS 10p5.8	PICAS 21p8.6	PICAS 32p8.4	PICAS 44p2.2	PICAS 55p5.1	PICAS 66p7.9	PICAS 82p5.8	PICAS 93p8.6	PICAS 104p8.4	PICAS 116p2.2	PICAS 127p5.1	PICAS 138p7.9
INCHES <b>1.701</b>	INCHES <b>3.620</b>	INCHES <b>5.492</b>	INCHES <b>7.365</b>	INCHES <b>9.237</b>	INCHES <b>11.110</b>	INCHES <b>13.701</b>	INCHES <b>15.620</b>	INCHES <b>17.492</b>	INCHES <b>19.365</b>	INCHES <b>21.237</b>	INCHES <b>23.110</b>

## Classified Display Width Measurements

Full Page is 10 columns  
Doubletruck is 20 columns

1 COL.	2 COL.	3 COL.	4 COL.	5 COL.	6 COL.	7 COL.	8 COL.	9 COL.	10 COL.
PICAS 6p2.5	PICAS 12p11.8	PICAS 19p7.7	PICAS 26p4.3	PICAS 33p0.9	PICAS 39p9.5	PICAS 46p6.1	PICAS 53p2.7	PICAS 59p11.3	PICAS 66p7.9
INCHES <b>1.036</b>	INCHES <b>2.164</b>	INCHES <b>3.275</b>	INCHES <b>4.394</b>	INCHES <b>5.513</b>	INCHES <b>6.633</b>	INCHES <b>7.758</b>	INCHES <b>8.871</b>	INCHES <b>9.991</b>	INCHES <b>11.110</b>

  

11 COL.	12 COL.	13 COL.	14 COL.	15 COL.	16 COL.	17 COL.	18 COL.	19 COL.	20 COL.
PICAS 78p2.5	PICAS 84p11.8	PICAS 90p7.7	PICAS 98p4.3	PICAS 105p0.9	PICAS 111p9.5	PICAS 118p6.1	PICAS 125p2.7	PICAS 131p11.3	PICAS 138p7.9
INCHES <b>13.036</b>	INCHES <b>14.164</b>	INCHES <b>15.275</b>	INCHES <b>16.394</b>	INCHES <b>17.513</b>	INCHES <b>18.633</b>	INCHES <b>19.758</b>	INCHES <b>20.871</b>	INCHES <b>21.991</b>	INCHES <b>23.110</b>

## 4-Column Slick Trimmed Tab

SIZE	(Width x Depth) PICAS	INCHES
FULL PG	58p0 x 61p0	9.667 x 10.167
1/2 PG Vertical	28p6 x 61p0	4.750 x 10.167
1/2 PG Horizontal	58p0 x 30p0	9.667 x 5.000
1/4 PG Square	28p6 x 30p0	4.750 x 5.000
1/8 PG Vertical	13p9 x 30p0	2.291 x 5.000
1/8 PG Horizontal	28p6 x 14p6	4.750 x 2.417
1/16 PG	13p9 x 14p6	2.291 x 2.417

## 4-Column Standard Tab

SIZE	(Width x Depth) PICAS	INCHES
FULL PG	59p11.3 x 66p7.9	9.991 x 11.110
1/2 PG Vertical	29p5.6 x 66p7.9	4.911 x 11.110
1/2 PG Horizontal	59p11.3 x 32p9.9	9.991 x 5.470
1/4 PG Square	29p5.6 x 32p9.9	4.911 x 5.470
1/8 PG Vertical	14p2.8 x 32p9.9	2.372 x 5.470
1/8 PG Horizontal	29p5.6 x 15p10.9	4.911 x 2.651
1/16 PG	14p2.8 x 15p10.9	2.372 x 2.651

## Standard Quarterfold

SIZE	(Width x Depth) PICAS	INCHES
FULL PG	30p6 x 56p0	5.083 x 9.334
1/2 PG Vertical	15p0 x 56p0	2.500 x 9.344
1/2 PG Horizontal	30p0 x 27p9	5.083 x 4.625
1/4 PG Square	15p0 x 27p9	2.500 x 4.625
1/8 PG Vertical	7p3 x 27p9	1.208 x 4.625
1/8 PG Horizontal	15p0 x 13p7	2.500 x 2.263
1/16 PG	7p3 x 13p7	1.208 x 2.263

## TV Idaho Tab

SIZE	(Width x Depth) PICAS	INCHES
FULL PG	61p0.5 x 66p1.9	10.173 x 11.026
2 x 2.5	19p9.5 x 14p6	3.298 x 2.417
2 x 3	19p9.5 x 17p6	3.298 x 2.917
Cover Strip Ad	64p6 x 8p6	10.750 x 1.417

## MECHANICAL REQUIREMENTS

### Standard six-column page requirements

- Minimum display advertisement space is one column inch.
- Advertising is billed at any depth in 1/2 inch increments.
- Ads must be built 6 points short of ad depth.
- Ads over 20 inches deep will be billed full column depth of 22 inches.
- Ads requested to run upside down will be accepted. However, the company logo within the ad MUST run right side up.

### Double Truck Requirements

- Retail Double Trucks total 286 billable column inches (12 columns by 22 inches, plus 22 inches for center gutter).
- Classified Double Trucks total 462 billable column inches (20 columns by 22 inches, plus 22 inches for center gutter).
- If necessary, the newspaper has the option to split double trucks.
- Tab and junior double trucks accepted. The gutter is billed as a full column. Full tab truck charged 132 inches.

### Reproduction Requirements

To ensure quality reproduction, please follow these guidelines. Advertisements are reproduced at 100% of layout size. Page-ready should be 100 line halftone screen. Dots per inch (DPI) for photos: 200. Line art: 600 DPI. Bit-mapped graphics with screen or text: 600 DPI.

Reversed areas should be no lighter than 60% of black.  
Overprinted areas should be no darker than 30% of black.