

# **Richmond Times-Dispatch Mechanical Specifications**

Effective August, 2010

## **Standard Ad Sizes (Broadsheet and Tabloid)**

Broadsheet ad depth: 21" - Tabloid ad depth: 9.5" (tabloid max width = 6 col.)

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1 column: 1.56"

2 column: 3.22"

3 column: 4.89"

4 column: 6.56"

5 column: 8.22"

6 column: 9.89"

12 column Doubletruck: 20.89"

10 column Doubletruck: 17.56"

Spadea Doubletruck: 15.88" (9 columns + gutter)

Gutter: 1.11" (included in all doubletrucks above)

Tabloid center spread: 20.89" W x 9.5" H

## **Classified Ad Sizes**

Full page ad depth: 21"

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1 column: 2.38"

2 column: 4.88"

3 column: 7.38"

4 column: 9.88"

Doubletruck: 20.87"

(Ad depths may vary in increments of lines)

## **Classified & Front Page News Section "Ear Ad" Size**

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3.22" W x 1.39" H