



## **NEWSPAPER AD FORMATS**

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EFFECTIVE DECEMBER 1, 2017

## NEWSPAPER

COLUMNS	WIDTH (mm)	WIDTH (inches)
1	19.8 mm	0.78
2	43 mm	1.69"
3	66.1 mm	2.6"
4	89.25 mm	3.51"
5	112.3 mm	4.42"
6	135.5 mm	5.33"
7	158.6 mm	6.24"
8	181.75 mm	7.15"
9	204.8 mm	8.06"
10	228 mm	8.97"

## CLASSIFIED

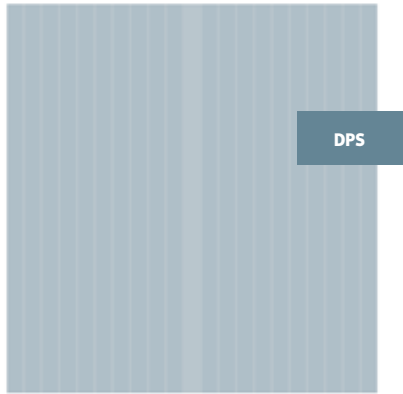
COLUMNS	WIDTH (mm)	WIDTH (inches)
1	43 mm	1.69"
2	89.25 mm	3.51"
3	135.5 mm	5.33"
4	181.75 mm	7.15"
5	228 mm	8.97"

## QUICK CONVERSIONS

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INCHES TO MM	➤	INCHES X 25.4
MM TO INCHES	➤	MM ÷ 25.4
AGATES TO INCHES	➤	AGATES ÷ 14
INCHES TO AGATES	➤	INCHES X 14

**CREATIVE ADVERTISING FORMATS:** [GlobeLink.ca/newspaper-formats](http://GlobeLink.ca/newspaper-formats)  
**PRODUCTION SPECIFICATIONS AND ADVERTISING FTP:** [GlobeLink.ca/newspaper-specs](http://GlobeLink.ca/newspaper-specs)



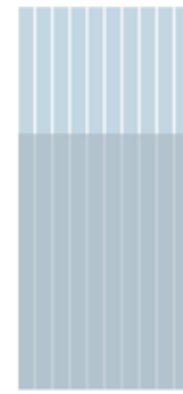
21 COLUMNS X 280 AGATES  
482mm X 508mm  
18.97" X 20"



10 COLUMNS X 280 AGATES  
228mm X 508mm  
8.97" X 20"



$\frac{3}{4}$   
10 COLUMNS X 210 AGATES  
228mm X 381mm  
8.97" X 15"



$\frac{2}{3}$   
10 COLUMNS X 187 AGATES  
228mm X 339.3mm  
8.97" X 13.36"



PAGE DOMINANT 1

10 COLUMNS X 163 AGATES  
228mm X 295.7mm  
8.97" X 11.64"



$\frac{1}{2}$

10 COLUMNS X 140 AGATES  
228mm X 254mm  
8.97" X 10"



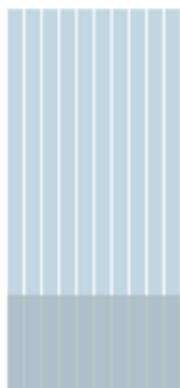
$\frac{2}{5}$

10 COLUMNS X 117 AGATES  
228mm X 212.3mm  
8.97" X 8.36"



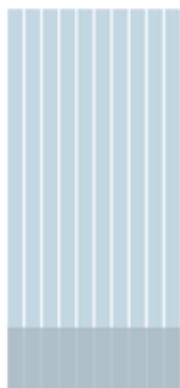
$\frac{1}{3}$

10 COLUMNS X 93 AGATES  
228mm X 168.7mm  
8.97" X 6.64"



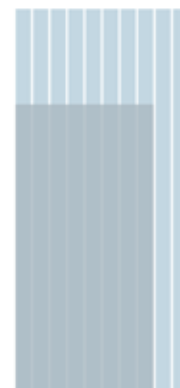
$\frac{1}{4}$

10 COLUMNS X 70 AGATES  
228mm X 127mm  
8.97" X 5"



$\frac{1}{6}$

10 COLUMNS X 47 AGATES  
228mm X 85.3mm  
8.97" X 3.36"



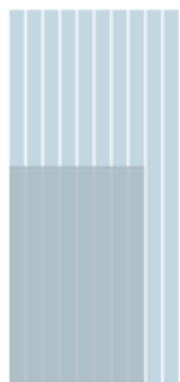
PAGE DOMINANT 2

8 COLUMNS X 210 AGATES  
181.75mm X 381mm  
7.15" X 15"



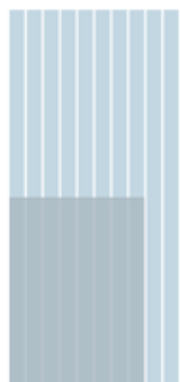
PAGE DOMINANT 3

8 COLUMNS X 187 AGATES  
181.75mm X 339.3mm  
7.15" X 13.36"



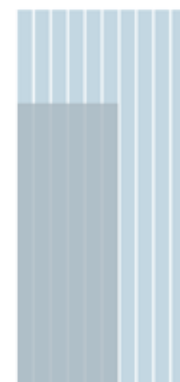
PAGE DOMINANT 4

8 COLUMNS X 163 AGATES  
181.75mm X 295.7mm  
7.15" X 11.64"



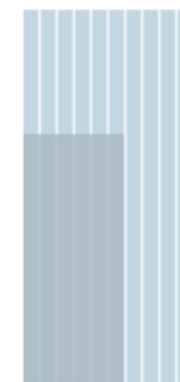
PAGE DOMINANT 5

8 COLUMNS X 140 AGATES  
181.75mm X 254mm  
7.15" X 10"



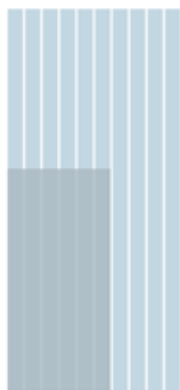
PAGE DOMINANT 6

6 COLUMNS X 210 AGATES  
135.5mm X 381mm  
5.33" X 15"



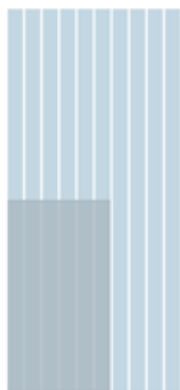
$\frac{2}{5}$

6 COLUMNS X 187 AGATES  
135.5mm X 339.3mm  
5.33" X 13.36"



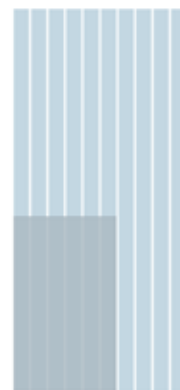
$\frac{1}{3}$

6 COLUMNS X 163 AGATES  
135.5mm X 295.7mm  
5.33" X 11.64"

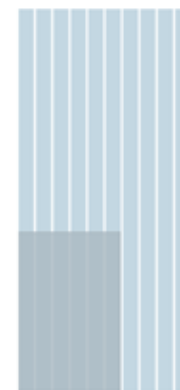


$\frac{1}{4}$

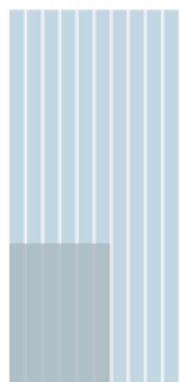
6 COLUMNS X 140 AGATES  
135.5mm X 254mm  
5.33" X 10"



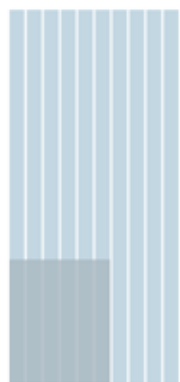
6 COLUMNS X 128 AGATES  
135.5mm X 232.2mm  
5.33" X 9.14"



6 COLUMNS X 117 AGATES  
135.5mm X 212.3mm  
5.33" X 8.36"



6 COLUMNS X 105 AGATES  
135.5mm X 190.5mm  
5.33" X 7.5"



$\frac{1}{8}$

6 COLUMNS X 93 AGATES  
135.5mm X 168.7mm  
5.33" X 6.64"

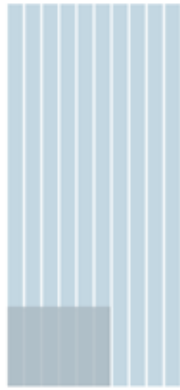


$\frac{1}{9}$

6 COLUMNS X 82 AGATES  
135.5mm X 148.8mm  
5.33" X 5.86"

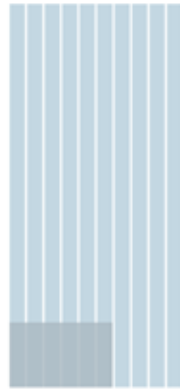


6 COLUMNS X 70 AGATES  
135.5mm X 127mm  
5.33" X 5"



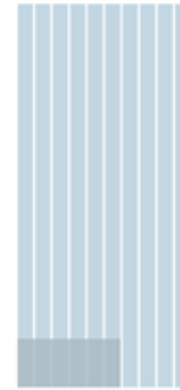
1/8

6 COLUMNS X 58 AGATES  
135.5mm X 105.2mm  
5.33" X 4.14"



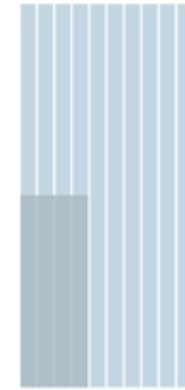
1/10

6 COLUMNS X 47 AGATES  
135.5mm X 85.3mm  
5.33" X 3.36"



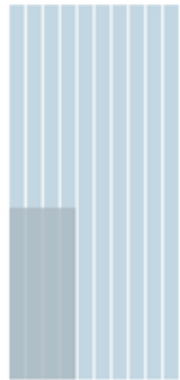
1/13

6 COLUMNS X 35 AGATES  
135.5mm X 63.5mm  
5.33" X 2.5"

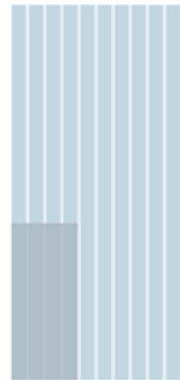


1/5

4 COLUMNS X 140 AGATES  
89.25mm X 254mm  
3.51" X 10"

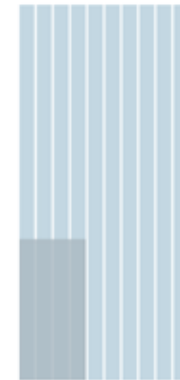


4 COLUMNS X 128 AGATES  
89.25mm X 232.2mm  
3.51" X 9.14"

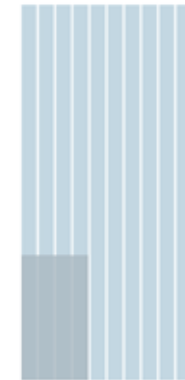


1/6

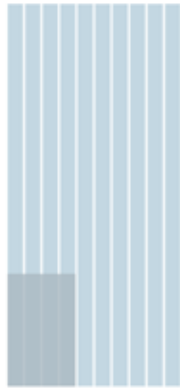
4 COLUMNS X 117 AGATES  
89.25mm X 212.3mm  
3.51" X 8.36"



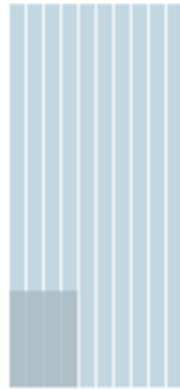
4 COLUMNS X 105 AGATES  
89.25mm X 190.5mm  
3.51" X 7.5"



4 COLUMNS X 93 AGATES  
89.25mm X 168.7mm  
3.51" X 6.64"



4 COLUMNS X 82 AGATES  
89.25mm X 148.8mm  
3.51" X 5.86"



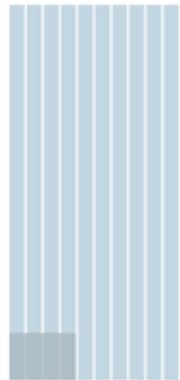
1/10  
4 COLUMNS X 70 AGATES  
89.25mm X 127mm  
3.51" X 5"



1/12  
4 COLUMNS X 58 AGATES  
89.25mm X 105.2mm  
3.51" X 4.14"



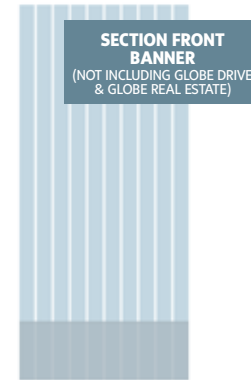
1/15  
4 COLUMNS X 47 AGATES  
89.25mm X 85.3mm  
3.51" X 3.36"



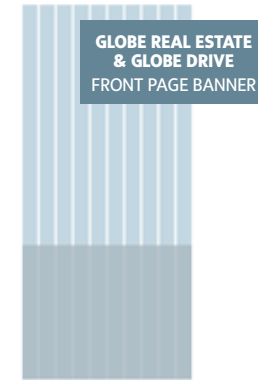
1/20  
4 COLUMNS X 35 AGATES  
89.25mm X 63.5mm  
3.51" X 2.5"



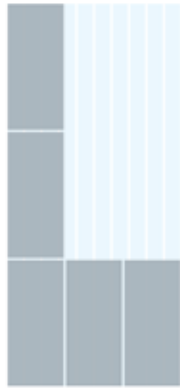
1/35  
2 COLUMNS X 35 AGATES  
43mm X 63.5mm  
1.69" X 2.5"



SECTION FRONT BANNER  
(NOT INCLUDING GLOBE DRIVE & GLOBE REAL ESTATE)  
10 COLUMNS X 44 AGATES  
288mm X 79mm  
8.97" X 3.14"



GLOBE REAL ESTATE & GLOBE DRIVE FRONT PAGE BANNER  
10 COLUMNS X 100 AGATES  
228mm X 181.4mm  
8.97" X 7.14"



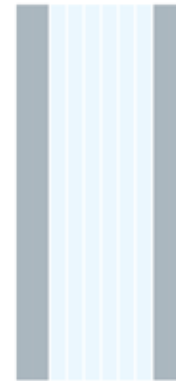
**A2**

3 x 92 AGATES  
 73.82mm x 167.23mm  
 2.9" x 6.58"



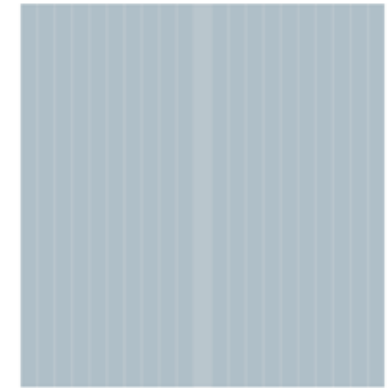
**TALL VERTICAL**

6 x 280 AGATES  
 135.5mm x 508mm  
 5.33" x 20"



**TOWERS**

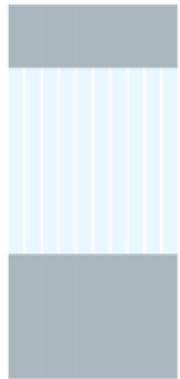
2 x 280 AGATES (x2)  
 43mm x 508mm (x2)  
 1.69" x 20" (x2)



**DPS**

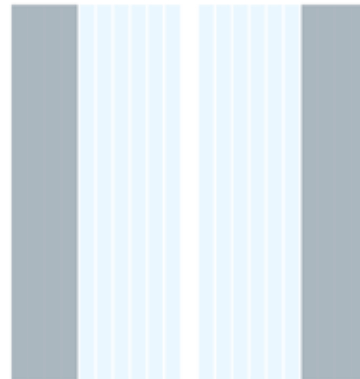
21 x 280 AGATES  
 482mm x 508mm  
 18.97" x 20"

MM AND INCHES INCLUDES INSIDE MARGINS



**TOP + TAIL**

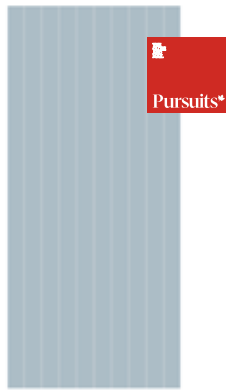
TOP	TAIL
10 x 47 AGATES	10 x 93 AGATES
228mm x 85.3mm	228mm x 167.7mm
8.97" x 3.36"	8.97" x 6.64"



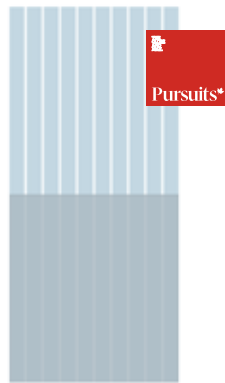
**BOOKENDS**

4 x 280 AGATES (x2)  
 89.25mm x 508mm (x2)  
 3.51" x 20" (x2)

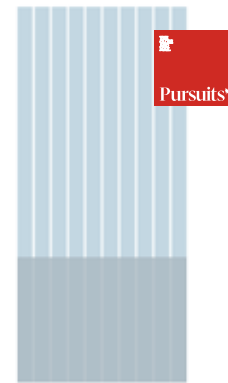




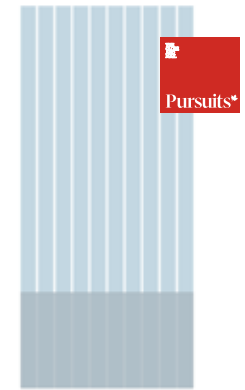
10 COLUMNS X 280 AGATES  
228mm X 508mm  
8.97" X 20"



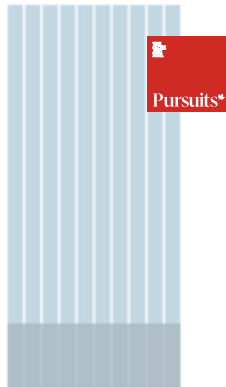
10 COLUMNS X 140 AGATES  
228mm X 254mm  
8.97" X 10"



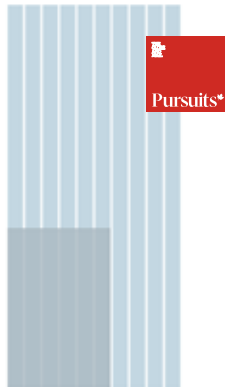
10 COLUMNS X 93 AGATES  
228mm X 168.7mm  
8.97" X 6.64"



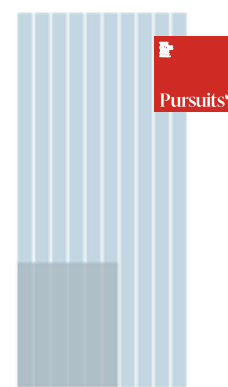
10 COLUMNS X 70 AGATES  
228mm X 127mm  
8.97" X 5"



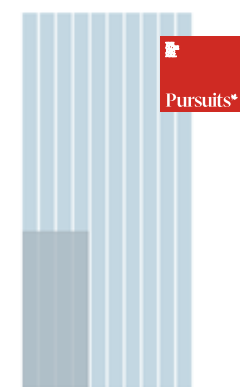
10 COLUMNS X 47 AGATES  
228mm X 85.3mm  
8.97" X 3.36"



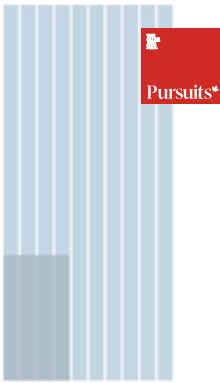
6 COLUMNS X 117 AGATES  
135.5mm X 212.3mm  
5.33" X 8.36"



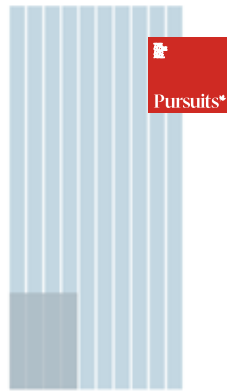
6 COLUMNS X 93 AGATES  
135.5mm X 168.7mm  
5.33" X 6.64"



4 COLUMNS X 117 AGATES  
89.25mm X 212.3mm  
3.51" X 8.36"

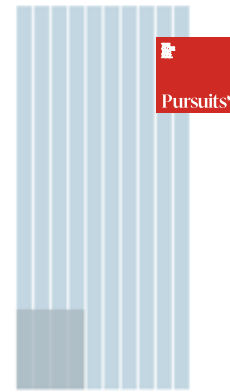


4 COLUMNS X 93 AGATES  
89.25mm X 168.7mm  
3.51" X 6.64"



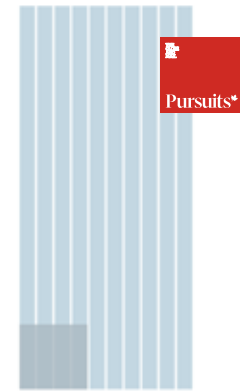
4 COLUMNS X 70 AGATES  
89.25mm X 127mm  
3.51" X 5"

TRAVEL ADVERTISERS ONLY



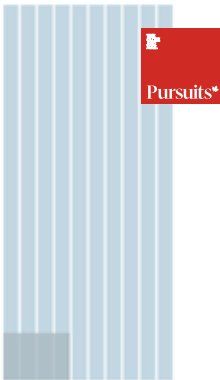
4 COLUMNS X 58 AGATES  
89.25mm X 105.2mm  
3.51" X 4.14"

TRAVEL ADVERTISERS ONLY



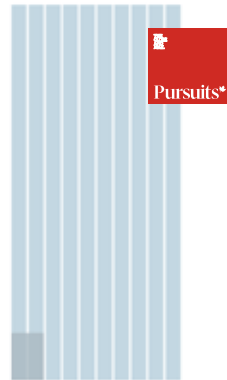
4 COLUMNS X 47 AGATES  
89.25mm X 85.3mm  
3.51" X 3.36"

TRAVEL ADVERTISERS ONLY



4 COLUMNS X 35 AGATES  
89.25mm X 63.5mm  
3.51" X 2.5"

TRAVEL ADVERTISERS ONLY



2 COLUMNS X 35 AGATES  
43mm X 63.5mm  
1.69" X 2.5"

TRAVEL ADVERTISERS ONLY