



# theday

# Ad Sizes 2017

## Retail Broadsheet

6 Columns - The Day

1 col.....	1.639"
2 col.....	3.403"
3 col.....	5.167"
4 col.....	6.931"
5 col.....	8.694"
6 col.....	10.458"
Section Front.....	3.416" x 3.333"
Section Front Strip.....	10.458" x 3.333"
Quarter Page.....	5.167" x 10.25"
Half Page (Horizontal).....	10.458" x 10.25"
Half Page (Vertical).....	5.167" x 20.75"
Full Page.....	10.458" x 20.75"

Doubletrucks add 1.084" gutter width

## Retail Tab

5 Columns - Times, Shore, Night & Day

1 col.....	1.838"
2 col.....	3.800"
3 col.....	5.763"
4 col.....	7.725"
5 col.....	9.688"
Front Page.....	4.9" x 2"
Night & Day Cover Ad.....	9.833" x 2.5"
Full Page.....	9.688" x 10.458"
Half Page (Horizontal only).....	9.688" x 5.145"

Doubletrucks add 1.624" gutter width

## Classified Broadsheet/Tab

10 Columns - The Day & Times

1 col.....	0.919"
2 col.....	1.949"
3 col.....	2.978"
4 col.....	4.008"
5 col.....	5.038"
6 col.....	6.068"
7 col.....	7.098"
8 col.....	8.128"
9 col.....	9.158"
10 col.....	10.188"

Broadsheet Modular

Quarter Page.....	5.038" x 10.25"
Half Page (Horizontal).....	10.188" x 10.25"
Half Page (Vertical).....	5.038" x 20.75"
Full Page.....	10.188" x 20.75"

Tab (Times)

Full Page.....	10.188" x 10.208"
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Doubletrucks add 1.624" gutter width

## Homesource

Classified Tab 10 Columns - Modular Sizes

Quarter Page.....	5.038" x 5.021"
Half Page (Horizontal).....	10.188" x 5.021"
Half Page (Vertical).....	5.038" x 10.208"
Full Page.....	10.188" x 10.208"

Doubletrucks add 1.624" gutter width

## Business & Services Directory

1 Block.....	2.422" x 1.503"
2 Block (Horizontal).....	5.01" x 1.503"
2 Block (Vertical).....	2.422" x 3.205"
4 Block (Square only).....	5.01" x 3.205"

## Employment

Eighth Page.....	5.038" x 4.25"
Quarter Page.....	5.038" x 9"
Half Page.....	10.188" x 9"
Full Page.....	10.188" x 18"

## Tab 4 Column

Edu. Guide, Food Fun & Fourth, etc.

Eighth Page (Horizontal).....	5.010" x 2.510"
Eighth Page (Vertical).....	2.422" x 5.083"
Quarter Page.....	5.010" x 5.083"
Half Page (Horizontal).....	10.188" x 5.083"
Half Page (Vertical).....	5.010" x 10.208"
Full Page.....	10.188" x 10.208"

## Tab Modular (Stitch & Trim)

4 Columns: Big Day, 40 under 40, Relay, Best Of

Eighth Page (Horizontal).....	4.67" x 2.55"
Quarter Page.....	4.67" x 5.292"
Half Page (Horizontal).....	9.5" x 5.292"
Half Page (Vertical).....	4.67" x 10.75"
Full Page.....	9.5" x 10.75"
Double Truck.....	20" X 10.75"

## Broadsheet Modular

Page size: 20.5" x 12": Valent's List

Eighth Page (Horizontal).....	5.4157" x 4.8"
Quarter Page.....	5.4157" x 9.78"
Half Page (Horizontal).....	11" x 9.78"
Half Page (Vertical).....	5.4157" x 19.724"
Full Page.....	11" x 19.724"
Group page ad block.....	2.5" x 1.5"

## Quarter Fold Newsprint

Clips, Songs of the Season

Quarter Page (Vertical).....	2.292" x 4.667"
Quarter Page (Horizontal).....	4.75" x 2.292"
Half Page (Horizontal only).....	4.75" x 4.667"
Full Page.....	4.75" x 9.5"

## Magazine Newsprint 4 Columns:

Parks & Rec, Gift Guide, etc.

Eighth Page (Horizontal).....	3.5" x 2.25"
Eighth Page (Vertical).....	1.625" x 4.75"
Quarter Page.....	3.5" x 4.75"
Half Page (Horizontal).....	7.25" x 4.75"
Half Page (Vertical).....	3.5" x 9.75"
Full Page.....	7.25" x 9.75"

Full Page with Bleed:

Image Area.....	7.25" x 9.884"
Total with Bleed.....	8.519" x 11.125"

Back Page with Mailing Info:

Image Area.....	7.25" x 7"
Total with Bleed.....	8.25" x 7.814"

(begin image area near top of ad - leave .75" of bleed at bottom)

## Calendar Glossy

Strip Ad.....	10.25" x 1.875"
Coupon Ad.....	3.23" x 1.66"

## Ad Notes

Image Area.....	2.875" x 2.875"
Trim Size.....	3" x 3"
Bleed Size.....	3.125" x 3.125"

## Single Sheets

5.5" x 8.5" Trim.....	5" x 8" Image Area
8.5" x 11" Trim.....	8" x 10.5" Image Area
11" x 17" Trim.....	10.5" x 16.5" Image Area

With bleed, add .25" to all sides of trim dimensions.

## Magazine Glossy

4 Columns: Aspire, Sound & Country, CT Family, etc.

Eighth Page (Horizontal).....	3.75" x 2.344"
Eighth Page (Vertical).....	1.813" x 4.813"
Quarter Page.....	3.75" x 4.813"
Half Page (Horizontal).....	7.625" x 4.813"
Half Page (Vertical).....	3.75" x 9.75"
Full Page.....	7.625" x 9.75"
Full Page with Bleed:	
Image Area.....	7.625" x 10.125"
Total with Bleed.....	8.5" x 11"
Specialty Sizes (One available per issue):	
Adv. Index Page.....	5.688" x 9.75
Bookends.....	1.813" x 9.75"
Strip.....	7.625" x 2.344"

## Digest Glossy

Dine In Dine Out

Full Page.....	4.625" x 7.375"
Back Cover.....	4.625" x 7.625"
Full Page with Bleed.....	5.875" x 8.875"
Coupon (Vertical).....	2.25" x 1.813"

Coupon ads include front and back

Digest (other sizes available)

Quarter Page.....	4.625" x 1.813"
Half Page.....	4.625" x 3.667"
Index Page.....	2.25" x 7.375"
Center Spread.....	10" x 7.375"

MOAF

Quarter Page (Horizontal).....	4.875" x 1.781"
Quarter Page (Vertical).....	2.354" x 3.729"
Half Page.....	4.875" x 3.729"
Full Page.....	4.875" x 7.625"
Back Cover	
Image Area.....	4.875" x 8.875"
Total with Bleed.....	5.875" x 8.875"
Center Spread.....	10.25" x 7.625"

## Web

Leaderboard (LB).....	728 x 90px (10.111" x 1.25", 72dpi)
Medium Rectangle (MR).....	300 x 250px (4.167" x 3.472", 72dpi)
Maximum size:	40kb
Maximum Length:	15 sec., including all loops;
Animation in GIF file only	

Sliding Leaderboard (SLB)

Expanded (E).....	728 x 315px (10.111" x 4.375", 72dpi)
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Leaderboard (LB).....	728 x 90px (10.111" x 1.25", 72dpi)
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Maximum size: 100kb (~40k LB; 60k expanded)

Maximum Length: 10 sec., including all loops  
Maximum 30 second video; MP4 file type; file size < 50MB

Other Sizes

Mobile Banner (320x50).....	320 x 50px (4.444" x 0.694", 72dpi)
Email Banner (eBN).....	610 x 75px (8.472" x 1.042", 72dpi)
Email Med. Rec. (eMR).....	300 x 250px (4.167" x 3.472", 72dpi)
Homepage Spotlight (SP).....	300 x 100px (4.167" x 1.25", 72dpi)
Jobs Med. Rec. (MR).....	300 x 250px (4.167" x 3.472", 72dpi)
Jobs Small Rec. (SR).....	180 x 150px (2.5" x 2.083", 72dpi)
Half Page (HP).....	300 x 600px (4.167" x 8.333", 72dpi)

All other sizes are static