

## Urban Free Daily Ad Specifications

PROVINCE	MARKET	NEWSPAPER	FORMAT	COLUMNS	LINES	TOTAL LINES	1 COL	2 COL	3 COL	4 COL	5 COL	6 COL	7 COL	8 COL	9 COL	10 COL	TOTAL PAGE WIDTH	TOTAL PAGE WIDTH	NOTES
<b>Alberta</b>																			
	Calgary	<b>24 hours Calgary</b>	T	10	160	1600	N/A	N/A	3	N/A	5.083" (5-1/16")	6.133" (6-1/8")	N/A	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
	Edmonton	<b>24 hours Edmonton</b>	T	10	160	1600	N/A	N/A	3	N/A	5.083" (5-1/16")	6.133" (6-1/8")	N/A	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
<b>British Columbia</b>																			
	Vancouver	<b>24 hours Vancouver</b>	T	10	160	1600	N/A	N/A	3	N/A	5.083" (5-1/16")	6.133" (6-1/8")	N/A	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
<b>Ontario</b>																			
	Ottawa	<b>24 hours Ottawa</b>	T	10	160	1600	0.833" (13/16")	1.933" (1-15/16")	3"	4.033" (4-1/16")	5.083" (5-1/16")	6.133" (6-1/8")	7.183" (7-3/16")	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
	Toronto	<b>24 hours Toronto</b>	T	10	160	1600	N/A	N/A	3	N/A	5.083" (5-1/16")	6.133" (6-1/8")	N/A	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
<b>Québec</b>																			
	Montréal	<b>24 heures Montréal</b>	T	10	160	1600	N/A	N/A	3	N/A	5.083" (5-1/16")	6.133" (6-1/8")	N/A	8.233" (8-1/4")	N/A	10.333" (10-5/16")	10.333" (10-5/16")	11.429" (11-1/2")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 1,2,4,7 and 9 column ads will not be accepted</li> <li>• 3 and 6 column ads only available at 160 lines</li> <li>• 8 column ads only available at 100 or 160 lines</li> </ul>
		<b>Mirror</b>	T	5	174	870	1.875" (1-7/8")	4"	6"	N/A	10"					10"	12.4" (12-3/8")	<ul style="list-style-type: none"> <li>• Ads over 140 lines charged at full depth of 160 lines</li> <li>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>	
<b>MATERIAL SPECIFICATIONS</b>																			