

Urban Paid 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	
Alberta																				
	Calgary	Calgary SUN	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"> • Ads over 140 lines charged at full depth of 160 lines • 9 column ads will not be accepted • Minimum space 10 lines, add 10 lines for each column crossed 	
	Edmonton	Edmonton SUN	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"> • Ads over 140 lines charged at full depth of 160 lines • 9 column ads will not be accepted • Minimum space 10 lines, add 10 lines for each column crossed 	
Ontario																				
	London	London Free Press	B	10	309	3090	1.0625" (1-1/16")	2.25" (2-1/4")	3.375" (3-3/8")	4.5625" (4-9/16")	5.6875" (5-11/16")	6.875" (6-7/8")	8.0625" (8-1/16")	9.1875" (9-3/16")	10.375" (10-3/8")	11.5" (11-1/2")	11.5" (11-1/2")	22.071" (22-1/16")		
	Ottawa	Ottawa SUN	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"> • Ads over 140 lines charged at full depth of 160 lines • 9 column ads will not be accepted • Minimum space 10 lines, add 10 lines for each column crossed 	
	Toronto	Toronto SUN	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"> • Ads over 140 lines charged at full depth of 160 lines • 9 column ads will not be accepted • Minimum space 10 lines, add 10 lines for each column crossed 	
Manitoba																				
	Winnipeg	Winnipeg SUN	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"> • Ads over 140 lines charged at full depth of 160 lines • 9 column ads will not be accepted • Minimum space 10 lines, add 10 lines for each column crossed 	
Québec																				
	Montréal	Journal de Montréal	T	8	176	1408	N/A	2.469" (2-7/16")	3.75" (3-3/4")	5.031" (5-1/16")	6.344" (6-3/8")	7.625" (7-11/16")	N/A	10.219" (10-5/16")			10.219" (10-5/16")	12.571" (12-1/2")	<ul style="list-style-type: none"> • Ads over 155 lines charged at full depth of 176 lines • Minimum space 10 lines, add 10 lines for each column crossed 	
	Québec	Journal de Québec	T	8	176	1408	N/A	2.469" (2-7/16")	3.75" (3-3/4")	5.031" (5-1/16")	6.344" (6-3/8")	7.625" (7-11/16")	N/A	10.219" (10-5/16")			10.219" (10-5/16")	12.571" (12-1/2")	<ul style="list-style-type: none"> • Ads over 155 lines charged at full depth of 176 lines • Minimum space 10 lines, add 10 lines for each column crossed 	
MATERIAL SPECIFICATIONS																				