

## 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
<b>Alberta</b>																			
	Calgary	<b>Calgary SUN</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>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
	Edmonton	<b>Edmonton SUN</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>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
<b>Ontario</b>																			
	London	<b>London Free Press</b>	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	<b>Ottawa SUN</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>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
	Toronto	<b>Toronto SUN</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>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
<b>Manitoba</b>																			
	Winnipeg	<b>Winnipeg SUN</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>• 9 column ads will not be accepted</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
<b>Québec</b>																			
	Montréal	<b>Journal de Montréal</b>	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"> <li>• Ads over 155 lines charged at full depth of 176 lines</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>
	Québec	<b>Journal de Québec</b>	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"> <li>• Ads over 155 lines charged at full depth of 176 lines</li> <li>• Minimum space 10 lines, add 10 lines for each column crossed</li> </ul>

**MATERIAL SPECIFICATIONS**