

Display Ad Mechanical Requirements

Tabloids - 6 column - 65 Newspapers

Airdrie City View	Drumheller Valley Times	Ponoka News
Athabasca Advocate	Eckville Echo	Provost News
Barrhead Leader	Edmonton See Magazine	Red Deer Express
Bashaw Star	Elk Point Review	Rimbey Review
Bassano Times	Falher Smoky River Express	Rycroft Central Peace Signal
Beaverlodge Advertiser	Ft. Macleod Gazette	Sedgewick Community Press
Bonnyville Nouvelle	Fort Simpson Deh Cho Drum	Slave Lake Lakeside Leader
Brooks & County Chronicle	Fort Chipewyan/Fort Smith	Smoky Lake Signal
Brooks Weekender	Slave River Journal	St. Albert Gazette
Calgary Fast Forward Weekly	Fox Creek Times	St. Albert Saint City News
Canmore/Banff Rocky Mountain Outlook	Grande Cache Mountaineer	St. Paul Journal
Cardston The Star	Hay River Hub	Sundre Round-Up
Carstairs Courier	High Prairie South Peace News	Swan Hills Grizzly Gazette
Castor Advance	Innisfail Province	Sylvan Lake News
Claresholm Local Press	Inuvik Drum	Three Hills Capital
Coaldale Sunny South News	Lac La Biche Post	Tofield Mercury
Consort Enterprise	Lethbridge Southern Sun Times	Two Hills & County Chronicle
Coronation Review	Magrath-Raymond	Valleyview Valley Views
Crossfield-Irricana	Westwind Weekly News	Vauxhall Advance
Rocky View Weekly	Millet Pipestone	Vegreville Observer
Crowsnest Pass Herald	Okotoks Western Wheel	Viking Weekly Review
Didsbury Review	Olds Albertan	Westlock News
	Oyen Echo	Yellowknife Yellowknifer

Tabloids - 8 column - 37 Newspapers

Airdrie Echo	High River Times	Sherwood Park News
Banff Crag and Canyon	Hinton Parklander	Spruce Grove Examiner
Beaumont News	Jasper Booster	Stony Plain Reporter
Camrose Canadian	Lamont Farm 'n' Friends	Strathmore Standard
Canmore Leader	Leduc Representative	Vermilion Standard
Cochrane Times	Lloydminster	Vulcan Advocate
Cold Lake Sun	Meridian Booster	Wainwright Edge
Crowsnest Pass Promoter	Mayerthorpe Freelancer	Wainwright Review
Devon Dispatch News	Morinville Free Press	Wainwright Star Chronicle
Drayton Valley Western Review	Morinville Mirror	Wetaskiwin Times
Edmonton Examiner	Nanton News	Whitcourt Star
Edson Leader	Pincher Creek Echo	
Fort Saskatchewan Record	Redwater Review	
	Redwater Tribune	

Tabloids - 5 column - 2 Newspapers

Slave Lake Scope Newspaper
Wabasca Fever

Broadsheet - 6 column - 6 Newspapers

Bow Island Commentator	Rocky Mountain House Mountaineer
Brooks Bulletin	Stettler Independent
Drumheller Mail	Taber Times

Broadsheet - 10 column - 4 Newspapers

Fairview Post	Lacombe Globe
Hanna Herald	Peace River Record-Gazette

Tabloids

• 6 column sizing format for display ads

- 1 column - 9 picas (1 1/2")
- 2 columns - 19.0 picas (3 1/4")
- 3 columns - 30.0 picas (5")
- 4 columns - 40.0 picas (6 3/4")
- 5 columns - 50.0 picas (8 3/8")
- 6 columns - 61.0 picas (10 1/8")

• 8 column sizing format for display ads

- 1 column - 7 picas (1 3/16")
- 2 columns - 15.0 picas (2 1/4")
- 3 columns - 22.6 picas (3 13/16")
- 4 columns - 30.6 picas (5 1/16")
- 5 columns - 38.6 picas (6 7/16")
- 6 columns - 46.0 picas (7 3/4")
- 7 columns - N/A
- 8 columns - 62.0 picas (10 1/4")
- Total Depth 12 9/16" (176 lines)
- 7 column ads are not accepted*

• 5 column sizing

- 1 column - 9 picas (1 1/2")
- 2 columns - 18.5 picas (3 1/16")
- 3 columns - 28.5 picas (4 3/4")
- 4 columns - 37.0 picas (6 3/16")
- 5 columns - 48.0 picas (8")
- Paper size 8" x 10 4/16"
(143 lines)

Broadsheets

• Broadsheet 6 Column

- 1 column - 10 picas (1 3/4")
- 2 columns - 22.0 picas (3 3/4")
- 3 columns - 34.0 picas (5 3/4")
- 4 columns - 45.9 picas (7 5/8")
- 5 columns - 57.5 picas (9 1/2")
- 6 columns - 69.0 picas (11 1/2")

• Broadsheet 10 Column

- 1 column - N/A
- 2 columns - 13.5 picas (2 1/4")
- 3 columns - 20.0 picas (3 3/8")
- 4 columns - 27.5 picas (4 9/16")
- 5 columns - 34.0 picas (5 11/16")
- 6 columns - 41.0 picas (6 7/8")
- 7 columns - 48.5 picas (8 1/16")
- 8 columns - 55.0 picas (9 3/16")
- 9 columns - N/A
- 10 columns - 69.0 picas (11 1/2")
- 1 and 9 column ads are not accepted*