

EFFECTIVE MARCH 2, 2009

ADVERTISING MEASUREMENTS

Ads should be produced in the column widths shown below. Ad widths allow for space between ads, therefore the width of a 4 column ad is not determined by doubling the width of a 2 column ad. Ad depth is determined in inches. Ad depth allows for space above and below the ad, therefore ads should be built 6 points (.083") short of total ad depth inches. Contact your account representative for more information. Ads wider than a single page will be billed an additional column inch for the gutter.

ROP Column Width Measurements

1 COL.	2 COL.	3 COL.	4 COL.	5 COL.	6 COL.	7 COL.	8 COL.	9 COL.	10 COL.	11 COL.	12 COL.
PICAS 9p3.67	PICAS 19p5.34	PICAS 29p7.01	PICAS 39p8.68	PICAS 49p10.35	PICAS 60p0.00	PICAS 75p3.67	PICAS 85p5.34	PICAS 95p7.01	PICAS 105p8.68	PICAS 115p10.35	PICAS 126p0.00
INCHES 1.550	INCHES 3.240	INCHES 4.930	INCHES 6.620	INCHES 8.310	INCHES 10.000	INCHES 12.550	INCHES 14.240	INCHES 15.930	INCHES 17.620	INCHES 19.310	INCHES 21.000

ROP Tab Column Width Measurements (Scene, Idaho Outdoors. Note: All 10" ads are built 9.750" (58p6) tall)

1 COL.	2 COL.	3 COL.	4 COL.	5 COL.	6 COL.	7 COL.	8 COL.	9 COL.	10 COL.	11 COL.	12 COL.
PICAS 9p3.67	PICAS 19p5.34	PICAS 29p7.01	PICAS 39p8.68	PICAS 49p10.35	PICAS 60p0.00	PICAS 73p0.67	PICAS 83p2.34	PICAS 93p4.01	PICAS 103p5.68	PICAS 113p7.35	PICAS 123p9.00
INCHES 1.550	INCHES 3.240	INCHES 4.930	INCHES 6.620	INCHES 8.310	INCHES 10.000	INCHES 12.175	INCHES 13.865	INCHES 15.555	INCHES 17.245	INCHES 18.935	INCHES 20.625

Classified Display Width Measurements

1 COL.	2 COL.	3 COL.	4 COL.	5 COL.	6 COL.	7 COL.	8 COL.	9 COL.	10 COL.
PICAS 5p6.60	PICAS 11p7.20	PICAS 17p7.80	PICAS 23p8.40	PICAS 29p9.00	PICAS 35p9.60	PICAS 41p10.20	PICAS 47p10.80	PICAS 53p11.40	PICAS 60p0.00
INCHES 0.925	INCHES 1.933	INCHES 2.941	INCHES 3.950	INCHES 4.958	INCHES 5.966	INCHES 6.975	INCHES 7.983	INCHES 8.991	INCHES 10.000

11 COL.	12 COL.	13 COL.	14 COL.	15 COL.	16 COL.	17 COL.	18 COL.	19 COL.	20 COL.
PICAS 71p6.60	PICAS 77p7.20	PICAS 83p7.80	PICAS 89p8.40	PICAS 95p9.00	PICAS 101p9.60	PICAS 107p10.20	PICAS 113p10.80	PICAS 119p11.40	PICAS 126p0.00
INCHES 11.925	INCHES 12.933	INCHES 13.941	INCHES 14.950	INCHES 15.958	INCHES 16.966	INCHES 17.975	INCHES 18.983	INCHES 19.991	INCHES 21.000

4-Column Standard Tab

Size	W x D (picas)	W x D (inches)
FULL PG	60p0 x 58p6	10.000 x 9.750
1/2 PG Vertical	29p7 x 58p6	4.936 x 9.750
1/2 PG Horizontal	60p0 x 28p10	10.000 x 4.805
1/4 PG Square	29p7 x 28p10	4.936 x 4.805
1/8 PG Vertical	14p4.5 x 28p10	2.399 x 4.805
1/8 PG Horizontal	29p7 x 13p10.5	4.936 x 2.313
1/16 PG	14p4.5 x 13p10.5	2.399 x 2.313
Double Truck	123p9 x 58p6	20.625 x 9.750

4-Column Trimmed Tab

Size	W x D (picas)	W x D (inches)
FULL PG	53p0 x 52p6	8.833 x 8.750
1/2 PG Vertical	26p1 x 52p6	4.347 x 8.750
1/2 PG Horizontal	53p0 x 25p10	8.833 x 4.305
1/4 PG Square	26p1 x 25p10	4.347 x 4.305
1/8 PG Vertical	12p7.5 x 25p10	2.104 x 4.305
1/8 PG Horizontal	26p1 x 12p6	4.347 x 2.083
1/16 PG	12p7.5 x 12p6	2.104 x 2.083
Double Truck	114p0 x 52p6	19.000 x 8.750

Mechanical Requirements

Standard six-column page requirements

- Minimum display advertisement space is one column inch.
- Ads are billed at any depth in 1/2 inch increments.
- Ads must be built 6 points short of ad depth.
- Ads over 18 inches deep will be billed full column depth of 20 inches. On tabs, ads over 8 inches deep will be billed full column depth of 10 inches
- Ads requested to run upside down will be accepted. However, the company logo within the ad MUST run right side up.

Double Truck Requirements

- Retail Double Trucks total 260 billable column inches (12 columns by 20 inches, plus 20 inches for center gutter).
- Classified Double Trucks total 420 billable column inches (20 columns by 20 inches, plus 20 inches for center gutter).
- If necessary, the newspaper has the option to split double trucks.
- Tab and junior double trucks accepted. The gutter is billed as a full column. Full tab truck charged 120 inches.

Reproduction Requirements

To ensure quality reproduction, please follow these guidelines. Advertisements are reproduced at 100% of layout size. Page-ready should be 100 line halftone screen. Dots per inch (DPI) for photos: 200. Line art: 600 DPI. Bit-mapped graphics with screen or text: 600 DPI.

Reversed areas should be no lighter than 60% of black. Overprinted areas should be no darker than 30% of black.