

STANDARDIZED SIZES. HIGHER VISIBILITY. MORE IMPACT. BETTER RESULTS.

Introducing Modular Ad Units.

Modular ad units on the newly designed pages of Journal Register Company newspapers will help make your advertisement stand out and achieve better results.

Utilizing logical page portion - full, half, quarter, eighth, etc. - instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

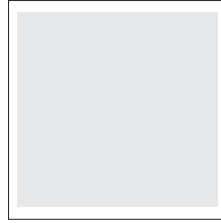
Inside you'll find thumbnails and dimensions of our 20 modular advertising units. Of course, we will continue to offer creative ad shapes.



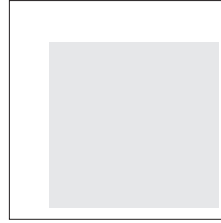
Where your customers look before they buy.



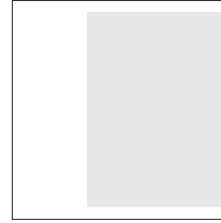
Double Truck
13 col. x 9.6"
BUILD SIZE: 20.295" x 9.6"



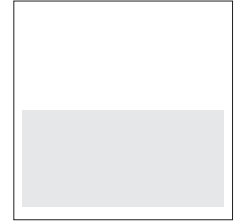
Full Page
6 col. x 9.6"
BUILD SIZE: 9.89" x 9.6"



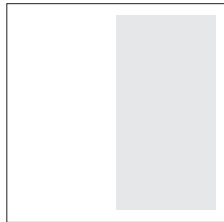
2/3 Page Horizontal
5 col. x 8"
BUILD SIZE: 8.22" x 8"



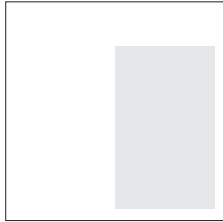
2/3 Page Vertical
4 col. x 9.6"
BUILD SIZE: 6.56" x 9.6"



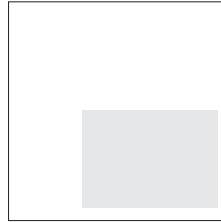
1/2 Page Horizontal
6 col. x 4.75"
BUILD SIZE: 9.89" x 4.75"



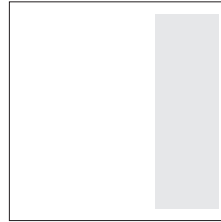
1/2 Page Vertical
3 col. x 9.6"
BUILD SIZE: 4.89" x 9.6"



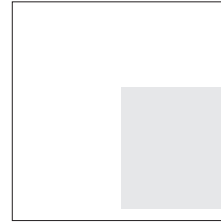
2/5 Page
3 col. x 8"
BUILD SIZE: 6.56 x 8"



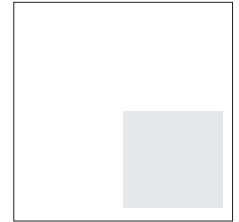
1/3 Page Horizontal
4 col. x 4.75"
BUILD SIZE: 6.56" x 4.75"



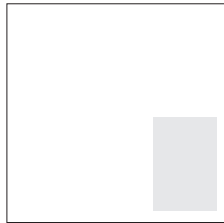
1/3 Page Vertical
2 col. x 9.6"
BUILD SIZE: 3.22" x 9.6"



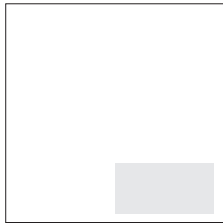
3/10 Page
3 col. x 6"
BUILD SIZE: 4.89" x 6"



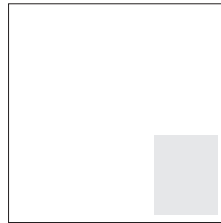
1/4 Page
3 col. x 4.75"
BUILD SIZE: 4.89" x 4.75"



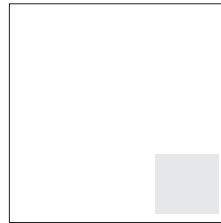
1/6 Page
2 col. x 4.75"
BUILD SIZE: 3.22 x 4.75"



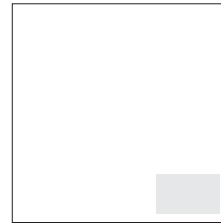
1/8 Page
3 col. x 2.5"
BUILD SIZE: 4.89" x 2.5"



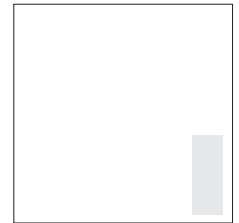
2/15 Page
2 col. x 4"
BUILD SIZE: 3.22" x 4"



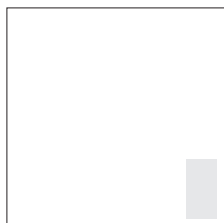
1/10 Page
2 col. x 3"
BUILD SIZE: 3.22" x 3"



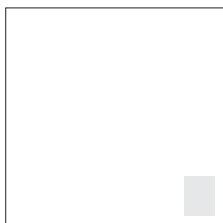
1/15 Page Horizontal
2 col. x 2"
BUILD SIZE: 3.22" x 2"



1/15 Page Vertical
1 col. x 4"
BUILD SIZE: 1.56" x 4"



1/20 Page
1 col. x 3"
BUILD SIZE: 1.56 x 3"



1/30 Page
1 col. x 2"
BUILD SIZE: 1.56" x 2"



Front Page Banner
6 col. x 1.5"
BUILD SIZE: 9.6" x 1.5"

Where your customers look before they buy.

Tabloid Modular Ad Sizes

Double Truck: 13 col. x 9.6"	1/3 Page Horizontal: 4 col. x 4.75"	1/10 Page: 2 col. x 3"
Full Page: 6 col. x 9.6"	1/3 Page Vertical: 2 col. x 9.6"	1/15 Page Horizontal: 2 col. x 2"
2/3 Page Horizontal: 5 col. x 8"	3/10 Page: 3 col. x 6"	1/15 Page Vertical: 1 col. x 4"
2/3 Page Vertical: 4 col. x 9.6"	1/4 Page: 3 col. x 4.75"	1/20 Page: 1 col. x 3"
1/2 Page Horizontal: 6 col. x 4.75"	1/6 Page Horizontal: 2 col. x 4.75"	1/30 Page: 1 col. x 2"
1/2 Page Vertical: 3 col. x 9.6"	1/8 Page: 3 col. x 2.5"	Front Page Banner: 6 col. x 1.5"
2/5 Page: 3 col. x 8"	2/15 Page: 2 col. x 4"	

Depth Inches to Points

Inches	Inches	Inches	Inches	Inches	Inches	Inches	Inches
1	3.5	6	8.5	11	13.5	16	18.5
1.5	4	6.5	9	11.5	14	16.5	19
2	4.5	7	9.5	12	14.5	17	19.5
2.5	5	7.5	10	12.5	15	17.5	20
3	5.5	8	10.5	13	15.5	18	20.5

44" Web - 6 Column Tabloid ROP and Classified

Column Width	Picas	Inches
1 Column	9p4	1.56
2 Column	19p4	3.22
3 Column	29p4	4.89
4 Column	39p4	6.556
5 Column	49p4	8.22
6 Column	59p4	9.89

44" Web - Double Truck

Columns	Picas	Inches
13 Column	121p75	20.295"