

# 2019 ILLINOIS MARKET CODES / COLUMN SIZES / AD SIZES

## BROADSHEET

**Market Code:** BROD  
**Columns:** 6  
**Gutter:** .125"  
**Image Area:** 10.125" x 21"

### Media Products:

- Jacksonville Journal Courier
- Alton Telegraph
- Edwardsville Intelligencer
- TMC

### BROADSHEET AD SIZES:

1 column .....1.5833"  
 2 column .....3.2917"  
 3 column .....4.9375"  
 4 column .....6.7083"  
 5 column .....8.4167"  
 6 column .....10.125"

**FULL PAGE AD:**  
 6 column x 21"

**HALF PAGE AD:**  
 6 column x 10.5"  
 OR 3 x 21

**QUARTER PAGE:**  
 6 column x 10.5"  
 OR 3 x 21

**EIGHTH:**  
 6 column x 10.5"  
 OR 3 x 21

## TABLOID

**Market Code:** TAB  
**Columns:** 5  
**Gutter:** .125"  
**Image Area:** 10.25" x 10.125"

### Media Products:

- Edge
- Health Watch

### TABLOID AD SIZES:

1 column ..... 1.8"  
 2 column ..... 3.725"  
 3 column ..... 5.65"  
 4 column ..... 7.575"  
 5 column ..... 9.5"

**FULL PAGE AD:**  
 5 column x 10.125"

**HALF PAGE AD:**  
 5 x 5"  
 OR 2.5 x 10.125

**QUARTER PAGE:**  
 5 column x 10.125"

**EIGHTH PAGE:**  
 5 column x 10.125"

## MINI-MAGAZINE

**Market Code:** MINI MAG  
**Columns:** 2  
**Gutter:** .125"  
**Image Area:** 4.875" x 7.875"  
**Finished Size:** 5.375" x 8.375"  
**Margins:** .25"

### Media Products:

- Bites & Beverages
- Golf Guide
- Summer Fun

### MAGAZINE AD SIZES:

1 column ..... 2.375"  
 2 column ..... 4.875"

<b>FULL PAGE:</b> 2 col. x 7.75"	<b>QUARTER VERTICAL:</b> 1 col. x 3.75"
<b>HALF VERTICAL:</b> 1 col. x 7.75"	<b>QUARTER HORIZONTAL:</b> 2 col. x 1.75"
<b>HALF HORIZONTAL:</b> 2 col. x 3.75"	<b>EIGHTH:</b> 1 col. x 1.75"

## MAGAZINE

**Market Code:** MAG  
**Columns:** 2  
**Gutter:** .125"  
**Image Area:** 7.25" x 10"

### Media Products:

- Active Lifestyles
- Puzzle Book
- Big Book of Christmas

### MAGAZINE AD SIZES:

1 column ..... 3.5625"  
 2 column ..... 7.25"

<b>FULL PAGE:</b> 2 col. x 10"	<b>QUARTER VERTICAL:</b> 1 col. x 5"
<b>HALF VERTICAL:</b> 1 col. x 10"	<b>QUARTER HORIZONTAL:</b> 2 col. x 2.5"
<b>HALF HORIZONTAL:</b> 2 col. x 5"	<b>EIGHTH:</b> 1 col. x 2.5"