

# 2018 MARKET CODES / COLUMN SIZES / AD SIZES

## BROADSHEET

**Market Code:** BROD  
**Columns:** 6  
**Gutter:** .125"  
**Paper:** 22 inch  
**Image Area:** 10" x 20"  
**Finished Size:** 11" x 21"  
**Margins:** .5"

### Media Products:

- Manistee Lifestyles
- Manistee News Advocate
- Pioneer
- Pioneer Lifestyles
- West Shore Shopper
- Midland Daily News
- Huron Daily Tribune
- MI Thumb (*Huron Shopper*)
- Huron Tribune Lifestyles
- Accent - Midland Lifestyles
- Midland Real Estate
- Midland Co Review (*Midland Shopper*)
- Midland Auto/Classified

### BROADSHEET AD SIZES:

<b>1 column</b> .....	<b>1.5625"</b>
1.5 column .....	2.4688"
<b>2 column</b> .....	<b>3.25"</b>
2.5 column .....	4.1562"
<b>3 column</b> .....	<b>4.9375"</b>
3.5 column .....	5.8438"
<b>4 column</b> .....	<b>6.625"</b>
4.5 column .....	7.5313"
<b>5 column</b> .....	<b>8.3125"</b>
5.5 column .....	9.2188"
<b>6 column</b> .....	<b>10"</b>

### FULL PAGE AD: 6 x 20"

## TABLOID

**Market Code:** TAB  
**Columns:** 5  
**Gutter:** .125"  
**Paper:** 32 inch  
**Image Area:** 9.5" x 15"  
**Finished Size:** 10.5" x 16"  
**Margins:** .5"

### Media Products:

- Benzie County Record Patriot
- BCRP Summer Scene
- Herald Review
- Lake County Star
- Pioneer East
- River Valley
- Tri-County
- Sparta Today
- FSU Torch
- Selected Special Sections

### TABLOID AD SIZES:

<b>1 column</b> .....	<b>1.8"</b>
1.5 column .....	2.825"
<b>2 column</b> .....	<b>3.725"</b>
2.5 column .....	4.75"
<b>3 column</b> .....	<b>5.65"</b>
3.5 column .....	6.9625"
<b>4 column</b> .....	<b>7.575"</b>
4.5 column .....	8.6"
<b>5 column</b> .....	<b>9.5"</b>

### FULL PAGE AD: 5 x 15"

## 8X10 MINI TAB

**Market Code:** 8X10  
**Columns:** 2  
**Gutter:** .125"  
**Paper:** 34 inch  
**Image Area:** 7" x 9"  
**Finished Size:** 8" x 10"  
**Margins:** .5"

### Media Products:

- Venture Northwest
- Discover Magazines
- Selected Special Sections

### 8X10 MINI TAB AD SIZES:

<b>1 column</b> .....	<b>3.4375"</b>
<b>2 column</b> .....	<b>7"</b>

## SHORT TABLOID

**Market Code:** TAB  
**Columns:** 5  
**Gutter:** .125"  
**Paper:** 22 inch tab  
**Image Area:** 9.5" x 10"  
**Finished Size:** 10.5" x 11"  
**Margins:** .5"

### Media Products:

- Selected Special Sections
- Mecosta Chamber
- Verge (Midland)

### SHORT TABLOID AD SIZES:

<b>1 column</b> .....	<b>1.8"</b>
1.5 column .....	2.825"
<b>2 column</b> .....	<b>3.725"</b>
2.5 column .....	4.75"
<b>3 column</b> .....	<b>5.65"</b>
3.5 column .....	6.9625"
<b>4 column</b> .....	<b>7.575"</b>
4.5 column .....	8.6"
<b>5 column</b> .....	<b>9.5"</b>

### FULL PAGE AD: 5 x 10.25"

## JOURNAL

**Market Code:** JURN  
**Columns:** 2  
**Gutter:** .125"  
**Paper:** 22 inch tab  
**Image Area:** 9" x 9.5"  
**Finished Size:** 10" x 10.5"  
**Margins:** .5"

### Media Products:

- Destinations
- Selected Special Sections

### JOURNAL AD SIZES:

<b>1 column</b> .....	<b>4.4375"</b>
<b>2 column</b> .....	<b>9"</b>

## FSU TORCH

**Market Code:** TRCH  
**Columns:** 5  
**Gutter:** .125"  
**Paper:** 32 inch  
**Image Area:** 9.5" x 15"  
**Finished Size:** 10.5" x 16"  
**Margins:** .5"

### TORCH AD SIZES:

<b>1 column</b> .....	<b>1.8"</b>
1.5 column .....	2.825"
<b>2 column</b> .....	<b>3.725"</b>
2.5 column .....	4.75"
<b>3 column</b> .....	<b>5.65"</b>
3.5 column .....	6.9625"
<b>4 column</b> .....	<b>7.575"</b>
4.5 column .....	8.6"
<b>5 column</b> .....	<b>9.5"</b>

### FULL PAGE AD: 5 x 15"

## PLOW

**Market Code:** PLOW  
**Columns:** 1  
**1 column** .....

<b>4.25"</b>
--------------

**Full Spadia** ..... **4.25"x20"**

## SPADIA

**Market Code:** SPDI  
**Columns:** 1  
**1 column** .....

<b>4.5"</b>
-------------

**Full Spadia** ..... **4.5"x20"**

## CANADIAN LAKER

**Market Code:** CQUE  
**Paper:** Printed by Dobb  
**Image Area:** 7.5" x 10"  
**Finished Size:** 8.5" x 11"  
**Margins:** .5"

### CANADIAN LAKER AD SIZES:

1/8 page .....	3.5"x2.25"
1/4 page.....	3.5"x4.75"
1/3 vertical .....	2.5"x10"
1/3 horizontal...	7.5"x3.25"
1/2 page.....	7.5"x4.75"
Full page .....	7.5"x10"