

BROADSHEET

Modular Size	Shape	Width (Inches)	Depth (Inches)	Tab Equivalent*
Double Truck		20.75	20	
Page		9.75	20	
3/4		9.75	14.58	
Junior Page		8.097	16.83	
2/3		8.097	15.83	
2/3	Horizontal	9.75	13.08	
1/2	Horizontal	9.75	9.83	Full Page
1/2	Vertical	4.792	20	
1/3	Horizontal	9.75	6.46	2/3 Horizontal
1/3	Vertical	6.444	9.83	2/3 Vertical
1/3	R	4.792	12.96	
1/4	Horizontal	9.75	4.75	1/2 Horizontal
1/4	Vertical	4.792	9.83	1/2 Vertical
1/6		4.792	6.33	
1/6	Vertical	1.486	20	
1/6	Horizontal	3.139	9.83	1/3 Vertical
1/8		4.792	4.75	1/4 Vertical
1/8	Horizontal	6.444	3.58	
1/8	Vertical	3.139	7.33	
1/9		4.792	4.33	
1/9	Vertical	3.139	6.33	
1/13	Vertical	3.139	4.75	
1/16	Horizontal	6.444	1.58	
1/16	Vertical	3.139	3.58	1/8 Vertical
1/20	Vertical	3.139	2.68	
1/20	Horizontal	4.729	1.83	
1/32		3.139	1.83	1/16 Horizontal
1/32	Horizontal	6.444	1	

BROADSHEET CUSTOM AD SPECS*

Dimension	Picas	Inches
Ad Image Area	58P6 x 120P	9.75" x 20"
Double Truck Width	124P6	20.75"
Column Gutter Width	1P	.167"
Max Ad Height	120P	20"

* Broadsheet ads with depth greater than 18" are billed at full depth.

COLUMN SIZES

Columns	Picas	Inches
1	8P11	1.486"
2	18P10	3.139"
3	28P9	4.792"
4	38P8	6.444"
5	48P7	8.097"
6	58P6	9.75"

PRINTING SPECIFICATIONS

- Minimum character: Black or 1 color – 10 pts. Two or more colors – 12 pts. Sans serif is the best choice for reproduction.
- Color printing in four-color process only: Any flat color (spot, Pantone®, etc.) will be printed in four-color process.
- Resolution of image: 240 dpi.
- Color separation: Total CMYK ink coverage should not exceed 240%. Max. black should be at least 85% (100% recommended).
- Dot gain curve: ISO 30%.
- Screening: 120 LPI with elliptical dot.
- Screen angle: Yellow 0; Cyan 15; Magenta 75; Black 135.

BROADSHEET SAMPLE SIZES