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SIZE SPECIFICATIONS - DAILY

Front Page Minimum Size: 12.1 cm x 20 cm
Above Pocket Cartoon Front Page: 3.9 cm x 5 cm

Mathrubhumi Daily

SPECIFICATIONS

Size of Type Page : 52 cm x 32.6 cm
Column Length : 50.6 cm
No. of Columns to Page : 8

COLUMN WIDTH

1 Col. :	3.9 cm	5 Col. :	20.3 cm
2 Col. :	8 cm	6 Col. :	24.4 cm
3 Col. :	12.1 cm	7 Col. :	28.5 cm
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Grihalakshmi Split	1,20,000 N	85,000 S	1,20,000 C			
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	Display		Classifieds per word			
	Black & White	Colour		ORDINARY	BOLD	
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	Width		Height
Full Page	16.30	X	22.50
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Full Page Bleed (Material)	19.8 cm	x	26.0 cm
Trimmed Size	19.5 cm	x	25.5 cm
Double Page (Material)	35.6 cm	x	21.5 cm
Double Page Bleed (Material)	39.6 cm	x	26.0 cm
Double Page Trimmed	39.0 cm	x	25.5 cm
½ Page Vertical	8.1 cm	x	21.5 cm
½ Page Vertical Bleed	9.5 cm	x	26.0 cm
½ Page Horizontal	16.8 cm	x	10.5 cm
½ Page Horizontal Bleed	19.8 cm	x	12.6 cm

YATHRA AND STAR & STYLE (MECHANICAL DATA)

	Width		Height
Full Page Normal	18.3	X	22.7 cm
Full Page Bleed	21.3	X	26.3 cm
Double Page Normal	39.6	X	22.7 cm
Double Page Bleed	42.6	X	26.3 cm
Half Page Vertical Normal	9	X	22.7 cm
Half Page Vertical Bleed	10.5	X	26.3 cm
Half Page Horizontal Normal	18.3	X	11.2 cm
Half Page Vertical Bleed	21.3	X	13 cm

THOZHILVARTHA (MECHANICAL DATA)

Full Page	31 x 24.4 cm
1 Column	3.9 cm
2 Column	8 cm
3 Column	12.1 cm
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Front Page	150% extra
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THE NATIONAL DAILY IN MALAYALAM

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