

NEWS AND TRIBUNE

THE EVENING NEWS AND THE TRIBUNE

YOUR SOURCE FOR HOOSIER NEWS AND INFORMATION

The Evening News, 221 Spring Street, Jeffersonville, IN 47130

The Tribune, 303 Scribner Drive, New Albany, IN 47150

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BROADSHEET NEWSPAPER DIMENSIONS

| SIZE | Columns x Height | DIMENSIONS | Total Inches | SUN Open Rate \$ | Columns | Inches |
|---------------|------------------|-----------------|--------------|------------------|---------|---------|
| Full Page | 6c x 21.5" | 10.625" x 21.5" | 129" | \$3,160.50 | 1 | 1.666" |
| 1/2 Page - H | 6c x 10.5" | 10.625" x 10.5" | 63" | \$1,543.50 | 2 | 3.457" |
| 1/2 Page - V | 3c x 21" | 5.248" x 21.5" | 63" | \$1,543.50 | 3 | 5.248" |
| 1/4 Page | 3c x 10.5" | 5.248" x 10.5" | 31.5" | \$771.75 | 4 | 7.039" |
| 1/8 Page H | 3c x 5" | 5.248" x 5" | 15" | \$367.50 | 5 | 8.247" |
| 1/8 Page V | 2c x 8" | 3.457" X 8" | 16" | \$392.00 | 6 | 10.625" |
| Business Card | 2c x 2" | 3.457" x 2" | 4" | \$98.00 | Gutter | 0.125" |

Full page, full depth ads allow .25" for folio - 21" printed.

Double-truck: 13c x 21.5" (23"W x 21.5"T)

TABLOID DIMENSIONS

| SIZE | FOUR COLUMN TABLOID | | | FIVE COLUMN TABLOID | |
|------------|---------------------|---------|--------|---------------------|--------|
| | DIMENSIONS | Columns | Inches | Columns | Inches |
| Full Page | 10.25"W x 10.625"T | 1 | 2.458" | 1 | 1.939" |
| 1/2 Page H | 10.25"W x 5.125"T | 2 | 5" | 2 | 4.017" |
| 1/2 Page V | 5"W x 10.625"T | 3 | 7.653" | 3 | 6.094" |
| 1/4 Page | 5"W x 5.125"T | 4 | 10.25" | 4 | 8.172" |
| 1/8 Page | 5"W x 2.5"T | | | 5 | 10.25" |

CLASSIFIED DIMENSIONS

| Columns | Inches |
|---------|--------|
| 1 | 1.119 |
| 2 | 2.307 |
| 3 | 3.495 |
| 4 | 4.683 |
| 5 | 5.871 |
| 6 | 7.059 |
| 7 | 8.247 |
| 8 | 9.435 |
| 9 | 10.625 |
| Gutter | 0.069" |

8 1/2 x 11 DIMENSIONS

| SIZE | DIMENSIONS |
|-----------------|------------------|
| Full Page Bleed | 8.375" x 11" |
| 2/3 Page | 4.9375" x 10" |
| 1/2 Page H | 7.5" x 4.875" |
| 1/2 Page V | 4.9375" x 7.5" |
| 1/3 Page Square | 4.9375" x 4.875" |
| 1/3 Page V | 2.3125" x 10" |
| 1/6 Page H | 4.9375" x 2.25" |
| 1/6 Page V | 2.3125" x 4.875" |