

**BROADSHEET** Page depth: 20" (120 picas)  
 Advertisements over 18" deep will be charged at 20"  
 Gutter: 7.2 points (.1")

Width	Picas	Inches
1 column	10p4	1.729"
2 column	21p4	3.558"
3 column	32p3	5.388"
4 column	43p3	7.217"
5 column	54p3	9.046"
6 column	65p3	10.875"
Double Truck 13 columns	137p3	22.875"

**TABLOID** Page depth: 10.75" (64p6)  
 Advertisements over 9" deep will be charged at 10.75"  
 Gutter: 7.2 points (.1")

Width	Picas	Inches
1 column	10p4	1.729"
2 column	21p4	3.558"
3 column	32p3	5.388"
4 column	43p3	7.217"
5 column	54p3	9.046"

**TABLOID MODULAR SIZES** Page depth: 10.75" (64p6)  
 Gutter: 13 points (.1806")

Width	Picas	Inches
Full Page	54p3 x 64p6	9.046" x 10.75"
1/2 Page (vertical)	26p7 x 64p6	4.44" x 10.75"
1/2 Page (horizontal)	54p3 x 31p8	9.046" x 5.292"
1/4 page (square)	26p7 x 31p8	4.44" x 5.292"
1/4 page (horizontal)	54p3 x 15p4.5	9.046" x 2.562"
1/4 page (vertical)	12p9 x 64p6	2.137" x 10.75"
1/8 page (vertical)	12p9 x 31p8	2.137" x 5.292"
1/8 page (horizontal)	26p7 x 15p4.5	4.44" x 2.562"
1/16 (horizontal)	26p7 x 7p2	4.44" x 1.198"
1/6 (vertical)	12p9 x 15p4.5	2.137" x 2.562"

### ELECTRONIC FILE TRANSMISSION

Electronic data files are accepted from advertising customers. Certain guidelines do apply. All electronic ad processing is done on Macintosh computers running version 10.4.5 operating system. Electronic files must be CMYK separations.

All electronic data, either complete or raw text files, must be accompanied by an accurate hard copy proof of the material being submitted. All material will be returned to the customer if it does not satisfy our requirements. Electronically transmitted advertising requires the same deadlines as ROP ads. Check with your Saginaw News representative for a list of current software.

Ads on CDs preferred as PDF files. Send electronic transmissions to: ads@thesaginawnews.com. If you have questions, call your sales representative or (989) 776-9759.

### CLASSIFIED

Page depth: 20" (120 picas)  
 Advertisements over 18" deep will be charged at 20"  
 Gutter: 3 points (.045")

Width	Picas	Inches
1 column	6p3	1.05"
2 columns	12p10	2.142"
3 columns	19p4	3.233"
4 columns	25p11	4.325"
5 columns	32p6	5.417"
6 columns	39p0	6.508"
7 columns	45p7	7.6"
8 columns	52p1	8.692"
9 columns	58p8	9.783"
10 columns	65p3	10.875"

### DEPTH

Depth	Picas	Depth	Picas
1"	6p	11"	66p
2"	12p	12"	72p
3"	18p	13"	78p
4"	24p	14"	84p
5"	30p	15"	90p
6"	36p	16"	96p
7"	42p	17"	102p
8"	48p	18"	108p
9"	54p	19"	114p
10"	60p	20"	120p

### PRINTING SPECIFICATIONS

- Newsprint roll widths: Full roll = 47"; 3/4 roll = 35.25"; 1/2 roll = 23.5"; 1/4 roll = 11.75"
- Single Sheet Size: 11.75" x 21"
- Photo composition: Offset printing, Offset plates, Offset printing press
- Camera-ready ads must have SOLID five-thousandths highlight dots and/or SOLID seven-thousandths shadow dots.
- All halftones must be 100 line screen.
- Line shots and/or drawings must have FIRM lines no smaller than four-thousandths in width.
- Reverse copy should be 12 point or larger and set in bold face type for best reproduction.