

24 HOURS MODULAR AD SIZES



TAKE OWNERSHIP

FRONT BOTTOM BANNER



w10.34" x h1.65"
w26.2 cm
x h4.19 cm

FRONT EARLUG



w6.7" x h1.2"
w17.02 cm
x h3.05 cm
TORONTO ONLY

FRONT RIGHT OF LEFT VERTICAL**



w1.88" x h8.86"
w4.78 cm
x h22.5 cm
VANCOUVER ONLY

FRONT RIGHT SKYBOX



w1.88" x h3.47"
w4.78 cm
x h8.81 cm
VANCOUVER ONLY

FRONT WRAP ONLY*



w10.34" x h11.43"
w26.2 cm
x h29.03 cm

POP-UP + FULL PAGE



w10.34" x h0.93"
w10.34" x h11.43"
w26.2 cm x h2.36 cm
w26.2 cm x h29.03 cm

FULL PAGE POP-UP**



w10.34" x h12.86"
w26.2 cm
x h32.66 cm

DOUBLE PAGE



w20.75" x h11.43"
w52.71 cm
x h29.03 cm

*FRONT WRAP 24hrs LOGO/MASTHEAD – 24hrs brand area must be clear of any text or images that are important to your creative. Do not manipulate or use the 24hrs brand as part of your creative execution. Brand area = 3" W x 3" H

**POP-UP IMPORTANT NOTE – This area is where the roller grips the paper while printing. If you choose to run your image/artwork through this area for the FULL PAGE POP-UP execution, depending on ink density and/or coverage, slight ink drag will occur from end-to-end of the roller area. Therefore, copy should not run through this area.

IN THE SPOTLIGHT

DIGEST



w6.63" x h9"
w16.84 cm
x h22.86 cm

ISLAND AD



w6.63" x h5.7"
w16.84 cm
x h14.48 cm

1/3 VERTICAL



w3.25" x h11.43"
w8.26 cm
x h29.03 cm

1/6 VERTICAL



w3.25" x h5.67"
w8.26 cm
x h14.4 cm

SECTIONAL BANNER



w10.34" x h2.75"
w26.2 cm
x h6.99 cm

GET RESULTS

FUNDAMENTALS

1/6 VERTICAL BANNER



w1.56" x h11.43"
w3.96 cm
x h29.03 cm

1/6 HORIZONTAL



w4.94" x h4"
w12.52 cm
x h10.16 cm

1/8 PAGE



w4.94" x h2.9"
w12.52 cm
x h7.37 cm

1/9 PAGE



w3.25" x h4"
w8.26 cm
x h10.16 cm

1/12 VERTICAL



w1.56" x h5.67"
w3.96 cm
x h14.4 cm

1/12 SQUARE



w3.25" x h2.9"
w8.26 cm
x h7.37 cm

1/24 PAGE



w1.56" x h2.9"
w3.96 cm
x h7.37 cm