



# BROADSHEET SPEC SHEET

Postmedia offers a wide variety of modular ad formats for premium exposure of advertiser messaging across our broadsheet publications.



# BROADSHEET – MODULAR AD SIZES

## NATIONAL

National Post  
Financial Post

## ALBERTA

Calgary Herald  
Edmonton Journal

## BRITISH COLUMBIA

Vancouver Sun

## MANITOBA\*

Winnipeg Sun

\*For MB publication sizes,  
contact your sales rep

## NEW BRUNSWICK

Kings County Record  
Telegraph-Journal

The Daily Gleaner  
The Northern Light

The Tribune  
Times & Transcript

## NEWFOUNDLAND

The Telegram

## PRINCE EDWARD ISLAND

Journal Pioneer  
The Guardian

## NOVA SCOTIA

Annapolis Valley Register  
Cape Breton Post

New Glasgow News  
The Chronicle Herald

The Tri-County Vanguard  
Truro News

Valley Journal Advertiser

## ONTARIO

Belleville Intelligencer  
Brantford Expositor

Brockville Recorder & Times  
Chatham Daily News

Cornwall Standard Freeholder  
Kingston Whig Standard

The London Free Press  
North Bay Nugget

Norfolk & Tilsonburg News  
Ottawa Citizen

Owen Sound Sun Times  
Sarnia Observer

## SASKATCHEWAN

Sault Ste. Marie Sault Star  
Sault This Week

Simcoe Reformer  
Stratford Beacon Herald

Sudbury Star  
Timmins Daily Press

Windsor Star  
Woodstock Sentinel-Review

## QUÉBEC

Montreal Gazette

## TAKE OWNERSHIP - WRAP

For complete Wrap specs and details see  
["Special Ad Executions"](#)



9" w X 16.143" h  
8 X 226



9" w X 16.143" h  
8 X 226



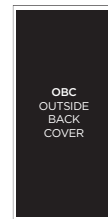
9" w X 15.883" h  
8 X 222



9" w X 19.571" h  
8 X 274



9" w X 19.571" h  
8 X 274



9" w X 19.571" h  
8 X 274

## GET RESULTS

### HORIZONTAL SPOTLIGHT



9" w X 5" h  
8 X 70

### HORIZONTAL FEATURE



9" w X 4" h  
8 X 56

### BANNER



9" w X 2.5" h  
8 X 35

### TICKER



9" w X 0.5" h  
8 X 7

### 1/2 VERTICAL



4.4375" w X 19.571" h  
4 X 274

### SKYSCRAPER



4.4375" w X 8.571" h  
4 X 120

## IN THE SPOTLIGHT

### DOUBLE PAGE



19" w X 19.571" h  
17 X 274

### DOUBLE 1/2 PAGE



19" w X 9.714" h  
17 X 136

### FULL PAGE



9" w X 19.571" h  
8 X 274

### 1/2 HORIZONTAL



9" w X 9.714" h  
8 X 136

### CROSS TABLOID



9" w X 8.571" h  
8 X 120

### COVER LUG



2.1563" w X 2" h  
2 X 28

AVAILABLE IN  
COMMUNITY  
PUBLICATIONS  
ONLY

### POSTCARD



4.4375" w X 5" h  
4 X 70

### HALF ISLAND



4.4375" w X 4" h  
4 X 56

### BUSINESS CARD



4.4375" w X 2" h  
4 X 28

### VERTICAL FEATURE



2.1563" w X 4" h  
2 X 56

### TEASER



2.1563" w X 2" h  
2 X 28

## FUNDAMENTALS