



# 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

Ottawa Citizen  
Owen Sound Sun Times

Sarnia Observer  
Sault Ste. Marie Sault Star

Simcoe Reformer  
Stratford Beacon Herald

Sudbury Star  
Timmins Daily Press

Windsor Star  
Woodstock Sentinel-Review

## QUÉBEC

Montreal Gazette

## SASKATCHEWAN

Regina Leader-Post  
Saskatoon StarPhoenix

## 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