



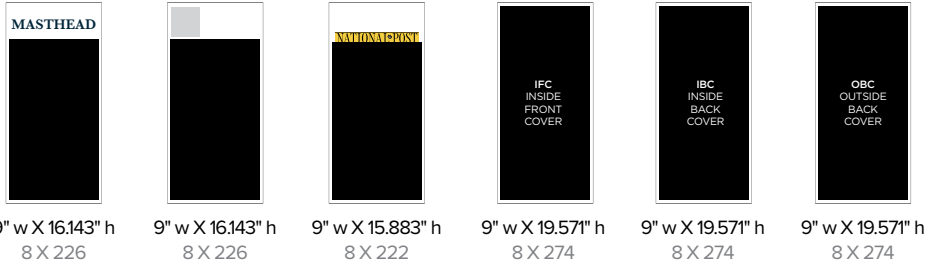
SPECIAL PRINT EXECUTIONS

Our print products offer compelling advertising opportunities that work for you!

FRONT PAGE WRAP

WRAP SPECS

BROADSHEET

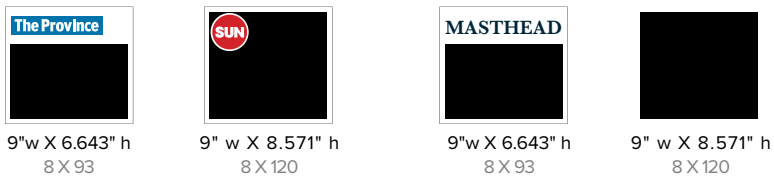


- Wraps can be: **Cover + IFC or Cover + OBC + IFC + IBC**
- Date is based on availability
- The publisher reserves the right to review and decline any creative material submitted for the front and outside covers

- Subject to cancellation as determined by the publisher and editor-in-chief (i.e. breaking news, major event)

Booking Deadline: Regular booking deadlines
Material Deadline: 2 days prior to publishing

TABLOID



Keep 3.25" x 3.25" of top left clear of any important elements

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EXAMPLES



Be the first message that a reader sees with a powerfully impactful. Available in various formats; 2 or 4 pages. This attention getting large format execution offers advertisers the ability to creatively convey their message. Layer in custom content, compelling visuals, contests and call to actions help drive response and engagement.

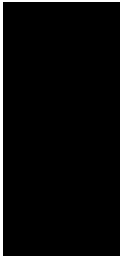
Exceptional format for performance campaigns!

DOUBLE DPS

DOUBLE PAGE SPREAD

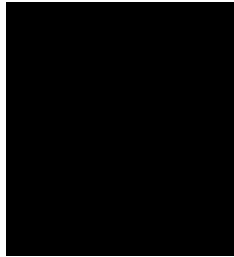
BROADSHEET

FULL PAGE



9" w X 19.571" h
8 X 274

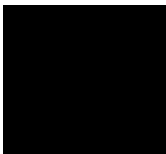
DOUBLE PAGE



19" w X 19.571" h
17 X 274

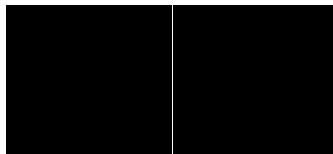
TABLOID

FULL PAGE



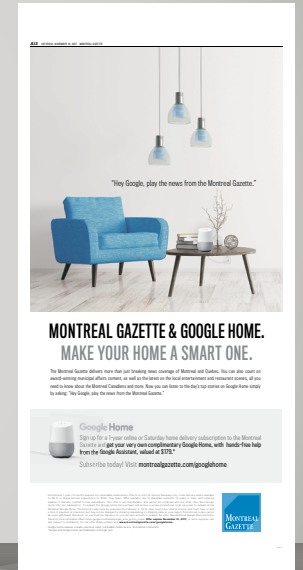
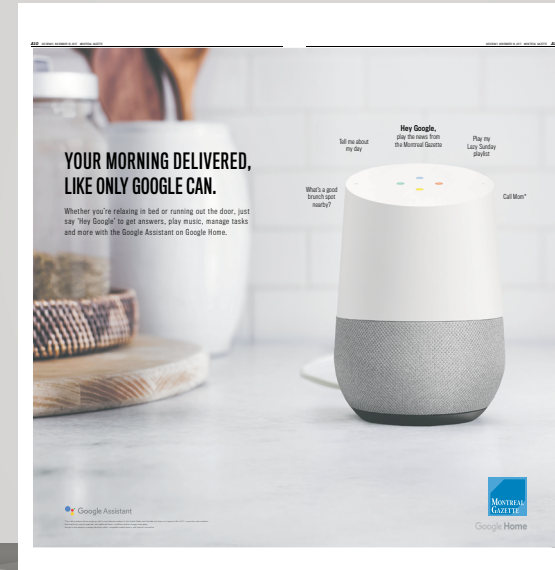
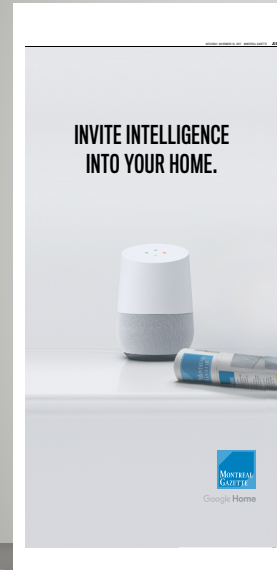
9" w X 8.571" h
8 X 120

DOUBLE PAGE



19" w X 8.571" h
17 X 120

EXAMPLES



Stand out with an exclusive 4 page mini-section inside the paper. This impactful 4 page execution offers a large canvas to creatively convey your marketing message.

- 4 consecutive pages within a section in broadsheets and tabloids
- Space is based on availabilities, limited quantity due to need for true centrespread

FLEXFORMS

EXAMPLES

FLEXFORMS

1/2 HORIZONTAL

BROADSHEET

9" w X 9.714" h
8 X 136

TABLOID

9" w X 3.76" h
8 X 52

HORIZONTAL SPOTLIGHT

BROADSHEET

9" w x 5" h
8 X 70

1/2 VERTICAL

BROADSHEET

4.4375" w X 19.571" h
4 X 274

CROSS TABLOID

BROADSHEET

9" w X 8.571" h
8 X 120

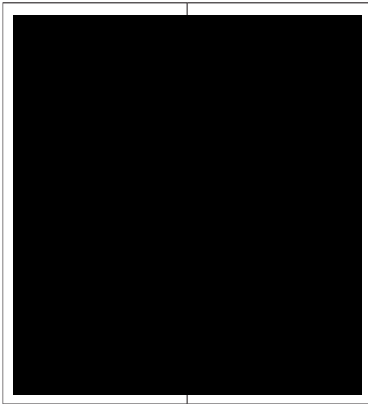
- Only available in urban broadsheet and tabloid publications (Calgary Herald, Calgary Sun, Chronicle Herald, Edmonton Journal, Edmonton Sun, London Free Press, The Gazette, National Post, Ottawa Citizen, Ottawa Sun, Regina Leader-Post, Saskatoon StarPhoenix, Telegraph-Journal, Toronto Sun, The Province, Vancouver Sun)
- Not approved for front cover Section A.
- Must be booked at the full modular ad size.
- Mock up to be provided to layout, editorial teams prior to execution.

FLEXFORMS

FLEXFORMS

EXAMPLES

BROADSHEET

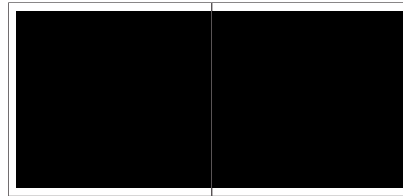


19" w X 19.571" h
17 X 274

DOUBLE PAGE



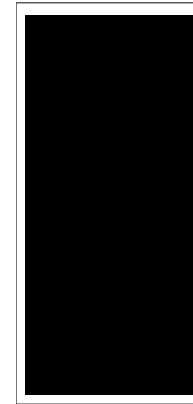
TABLOID



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17 X 120



BROADSHEET

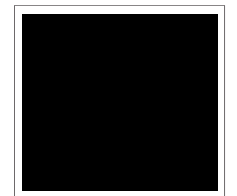


9" w X 19.571" h
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FULL PAGE



TABLOID



9" w X 8.571" h
8 X 120



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1/2 VERTICAL

TABLOID

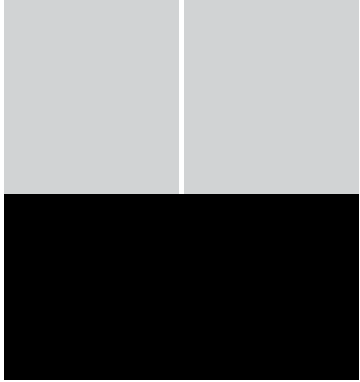


4.4375"w X 8.571"h
4 X 120



DOUBLE 1/2 PAGE

BROADSHEET



19" w X 9.714" h
17 X 136



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