



SPECIAL PRINT EXECUTIONS

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

FRONT PAGE WRAP

FRONT COVER

WRAP SPECS

BROADSHEET

COMMUNITY COVER

MASTHEAD

10.34" w x 16.57" h

URBAN COVER

10.34" w x 16.57" h

NATIONAL POST & FINANCIAL POST COVER

8.59" w x 20.5" h

IBC INSIDE FRONT COVER

10.34" w x 20.5" h

IBC INSIDE BACK COVER

10.34" w x 20.5" h

OBC OUTSIDE BACK COVER

10.34" w x 20.5" h

• 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

EXAMPLES

TABLOID

The Province

10.34" w X 8" h

SUN

10.34" w X 10.214" h

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

MASTHEAD

10.34" w X 8" h

IBC: INSIDE FRONT COVER
IBC: INSIDE BACK COVER
OBC: OUTSIDE BACK COVER

10.34" w X 10.214" h

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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

FULL PAGE

BROADSHEET

Full Page:
10.34"w x 20.5"h

DOUBLE PAGE SPREAD

Double Page Spread:
21.857"w x 20.5"h

TABLOID

Full Page:
10.34"w x 10.214"h

DOUBLE PAGE SPREAD

Double Page Spread:
21.39"w x 10.214"h

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

FOR MORE INFORMATION PLEASE VISIT [POSTMEDIASOLUTIONS.COM](https://www.postmediasolutions.com)

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EXAMPLES

BROADSHEET

- 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.

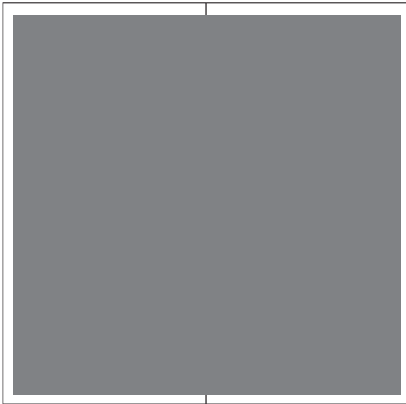
FLEXFORMS

FLEXFORMS

EXAMPLES

DOUBLE PAGE

BROADSHEET



21.857"w x 20.5"h



TABLOID



21.39"w x 10.214"h



FULL PAGE

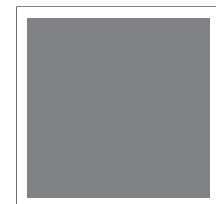
BROADSHEET



10.34"w x 20.5"h



TABLOID



10.34"w x 10.214"h



- 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.
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EXAMPLES

