



# TABLOID SPEC SHEET

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



# TABLOID - MODULAR AD SIZES

## ALBERTA

Calgary SUN  
Devon Dispatch News  
Edmonton SUN  
Fort Saskatchewan Record  
High River Times  
La Nouvelle Beaumont News  
Leduc Representative  
Sherwood Park News  
Spruce Grove Examiner

Stony Plain Reporter  
Wetaskiwin Times-Advertiser

## BRITISH COLUMBIA

The Province

## MANITOBA\*

Kenora Miner and News  
Portage Graphic Leader  
Winnipeg Sun Sports (Saturday & Sunday)

*\*For MB publication sizes,  
contact your sales rep*

## NEW BRUNSWICK

Info Weekend  
L'Etoile  
Miramichi Leader

## ONTARIO

Brockville This Week  
Clinton News Record  
Cochrane Times Post  
Community Press

Elliot Lake Standard  
Espanola Mid North Monitor  
Exeter Lakeshore Times-Advance  
Gananoque Reporter  
Goderich Signal Star  
Hanover Post  
Kincardine News  
Kingston Homes  
Lucknow Sentinel  
Mitchell Advocate

Ottawa SUN  
Oxford Review  
Pembroke Observer and News  
Picton County Weekly News  
Port Elgin Shoreline Beacon  
Seaforth Huron Expositor  
St Thomas Times Journal  
Strathroy Age Dispatch  
Timmins Times  
Toronto SUN

Trentonian  
Wallaceburg Courier Press  
West Elgin Chronicle  
Warton Echo

## SASKATCHEWAN

Melfort Nipawin Journal

## TAKE OWNERSHIP - WRAP

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



9"w X 6.643" h  
8 X 93



9" w X 8.571" h  
8 X 120



9"w X 6.643" h  
8 X 93



9" w X 8.571" h  
8 X 120

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

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

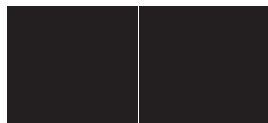
## IN THE SPOTLIGHT

### FULL PAGE



9" w X 8.571" h  
8 X 120

### DOUBLE PAGE



19" w X 8.571" h  
17 X 120

## GET RESULTS

### HORIZONTAL SPOTLIGHT



9"w X 5"h  
8 X 70

### HORIZONTAL FEATURE



9"w X 4"h  
8 X 56

### BANNER INSIDE



9"w X 2.5"h  
8 X 35

### BANNER COVER



9"w X 2"h  
8 X 28

### 1/2 VERTICAL



4.4375"w X 8.571"h  
4 X 120

## FUNDAMENTALS

### POSTCARD



4.4375"w X 5"h  
4 X 70

### 1/2 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 4"h  
2 X 28