



# 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

## ONTARIO

Clinton News Record  
Cochrane Times Post

Elliot Lake Standard  
Espanola Mid North Monitor  
Exeter Lakeshore Times-Advance  
Goderich Signal Star  
Kincardine News  
Lucknow Sentinel  
Mitchell Advocate

Ottawa SUN  
Port Elgin Shoreline Beacon  
Seaforth Huron Expositor  
St Thomas Times Journal  
Toronto SUN  
Warton Echo

## 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: INSIDE BACK COVER  
OBC: OUTSIDE BACK COVER

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

## 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

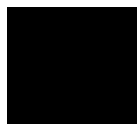
### 1/2 VERTICAL



4.4375" w X 8.571" h  
4 X 120

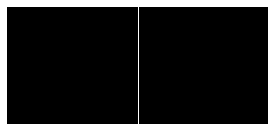
## IN THE SPOTLIGHT

### FULL PAGE



9" w X 8.571" h  
8 X 120

### DOUBLE PAGE



19" w X 8.571" h  
17 X 120

## 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