



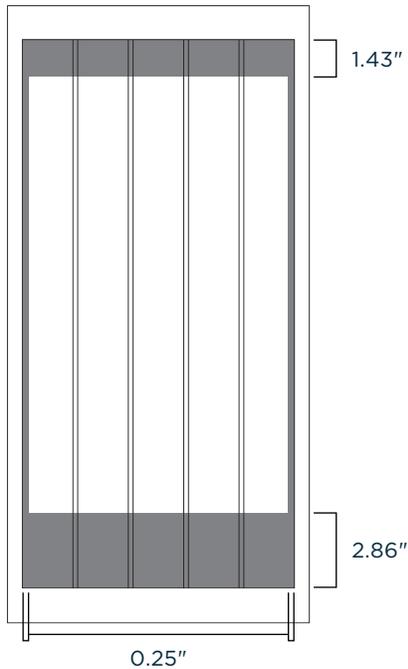
# SPECIAL PRINT EXECUTIONS

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

# BROADSHEET FRAME

## BROADSHEET FRAME SPECS

FRONT COVER



**Front Cover:**  
8.592"w x 20.5"h

EXAMPLES

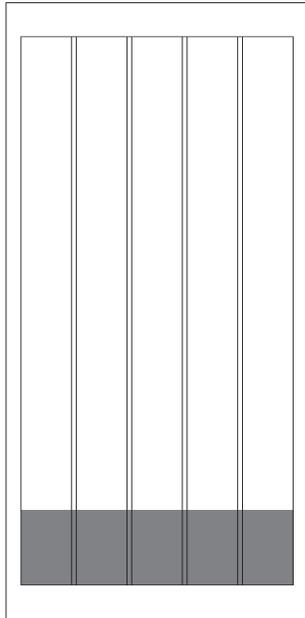


- Only available upon approval. Currently only eligible for vertical sections in Postmedia **VECTOM** broadsheet pubs – **SPORTS, TRAVEL**, etc. but again **MUST** be approved
- It is not approved for any other section (i.e. front cover Section A)
- Frames are to be accompanied with a **FP4C** unit to follow immediately after the frame or the **OBC** of the section

# FRONT PAGE BANNER

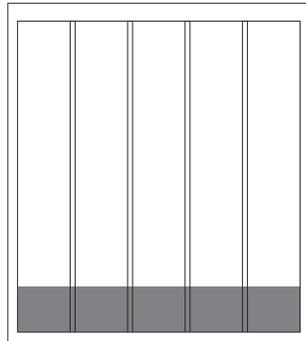
## FRONT PAGE BANNER SPECS

FRONT COVER



### Banner Broadsheet:

10.34"w x 2.857"h



### Banner Tabloid:

10.34"w x 1.64"h

EXAMPLES

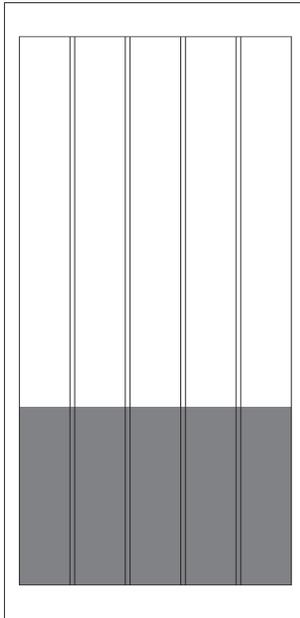


- Date is based on availability
- All material for front cover executions must be pre-approved by the publisher
- Subject to cancellation as determined by the publisher and editor-in-chief (i.e. breaking news, major event)
- **Booking Deadline:** 7 business days prior to publishing
- **Material Deadline:** 3-5 days prior to publishing

# OVERSIZE BANNER

## OVERSIZED BANNER SPECS

FRONT COVER



**Oversized Banner:**

10.34" w x 6.786" h

EXAMPLES

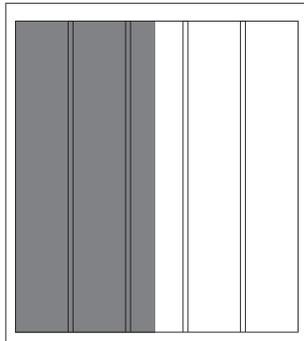
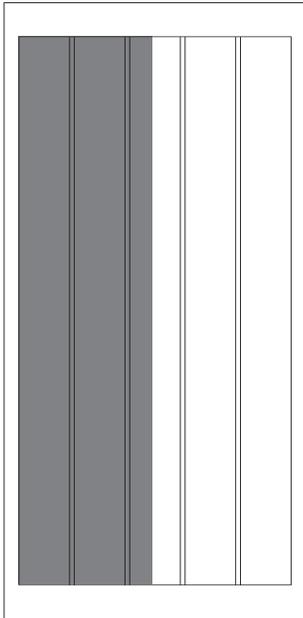


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# GATEFOLD

## GATEFOLD SPECS

FRONT COVER



### Gatefold Broadsheet:

**FC + IFC Flap** 5.095" w x 20.5" h  
**IBC + OBC Page** 10.34" w x 20.5" h

### Gatefold Tabloid:

**FC + IFC Flap** 5.095" w x 11.429" h  
**IBC + OBC Page** 10.34" w x 11.429" h

EXAMPLES



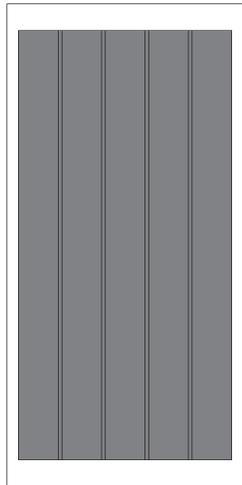
Be the first message that a reader sees with a powerfully impactful gatefold. Available in various formats 2, 3 or 4 pages. This attention getting large format execution offers advertisers the ability to creatively convey their message. Layer in custom content, compelling visuals, contests and call to actions help drive response and engagement.

Exceptional format for performance campaigns!

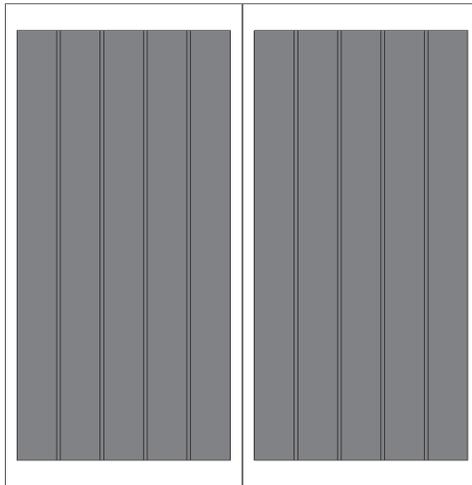
# DOUBLE DPS

## OVERSIZED BANNER SPECS

FULL PAGE

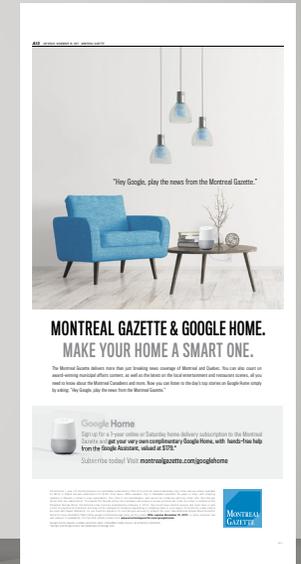
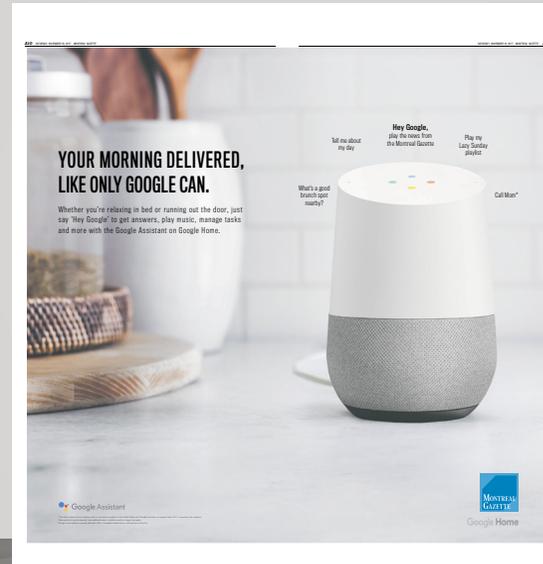
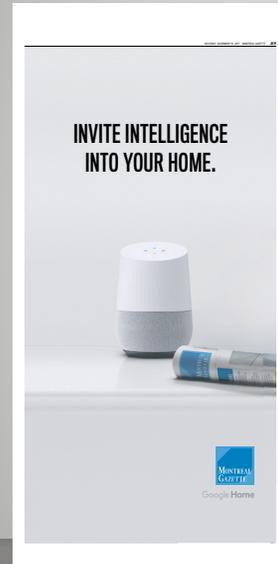


**Full Page:**  
10.34"w x 20.5"h



**Double Page Spread:**  
21.68"w x 20.5"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
- Space is based on availabilities, limited quantity due to need for true centrespread

# FLEXFORMS

## FLEXFORMS

EXAMPLES

Start your shopping early with an **EXTRA 20% OFF** 10% OFF COSMETICS & FRAGRANCES

"You must not mix up a donation with membership!"

**30% OFF**

New Just for Laughs boss envisions global domination

**HUDSON'S BAY**  
SHOP THEBAY.COM

**Penn West announces 90% drop in spending**  
Pledges to 2016 capital budget a 90% decrease, says CEO

We held nothing back when it came to making you feel unstoppable.

Condo corporation liable for slip-and-fall accidents

Global rig counter predicts another plunge in drilling

Discrimination growth outlook for Canada

**THE 2016 EDGE**  
Starting at **\$31,049\***

Turn your hobby into a career

**Ford**  
Go Further  
www.ford.ca

**TIS THE SEASON FOR JOY.**

Jaguar's history is far from staid

The new BMW X3

- Eligible to run inside all Postmedia newspapers.
- It is not approved for front cover Section A.
- Mock up to be provided to layout, editorial teams prior to execution.

# FLEXFORMS

## FLEXFORMS

EXAMPLES

**Pack fans in a sweat over D**

**GREAT TASTE HAS A NEW LOOK FOR THE HOLIDAYS**

Most Canadian South holidays to bring in the new year and 47,000 cases are available for a limited time.

**FULL HOUSE LOTTERY**

WIN OUR RICHEST EARLY BIRD EVER \$656,873

**FOLLOWING HIS PASSION**

It's all about passion for the high-tech world of smart phones and tablets.

**CONDO. MASERATI. ICE CREAM. NOW.**

Work hard play smart. Upgrade your smart apartment.

CALL THE FULLHOUSE TEAM

**HUDSON'S BAY**

**Shake Up Her Style**

SHOP THROUGH COMFORT

**THREE DAYS ONLY**

**SCRATCH & SAVE**

EVERY CARD SAVES 1-IN-10 CHANCES TO WIN THE HIGH-VALUE DISCOUNT

**SCRATCH 50% TO 70% OFF**

**SCRATCH 25% TO 50% OFF**

**SCRATCH 15% TO 25% OFF**

OR CLICK & SAVE UP TO 50%

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