BROADSHEET SPEC SHEET

Postmedia offers a wide variety of modular ad formats for premium exposure of advertiser messaging across our broadsheet publications.
## BROADCLOSE – MODULAR AD SIZES

<table>
<thead>
<tr>
<th>NATIONAL</th>
<th>ONTARIO</th>
<th>QUÉBEC</th>
<th>SASKATCHEWAN</th>
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</thead>
<tbody>
<tr>
<td>National Post</td>
<td>Belleville Intelligencer</td>
<td>Montreal Gazette</td>
<td>Regina Leader-Post</td>
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<tr>
<td>Financial Post</td>
<td>Brantford Expositor</td>
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<td>Saskatoon StarPhoenix</td>
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<tr>
<td>Alberta</td>
<td>Brockville Recorder &amp; Times</td>
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<td>Calgary Herald</td>
<td>Chatham Daily News</td>
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<td>Edmonton Journal</td>
<td>Cornwall Standard Freeholder</td>
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<td>Kingston Whig Standard</td>
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<td>Kirkland Lake Northern News This Week</td>
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<td>The London Free Press</td>
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<td>North Bay Nugget</td>
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<td>Norfolk &amp; Tissonsburg News</td>
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<td>British Columbia</td>
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<td>Vancouver Sun</td>
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### IN THE SPOTLIGHT

- **DOUBLE PAGE**: 21.857" w x 20.5" h
- **FULL PAGE**: 10.34" w x 20.5" h
- **1/2 PAGE**: 10.34" w x 10.214" h
- **3/4 PAGE**: 10.34" w x 15.357" h
- **2/3 HORIZONTAL**: 10.34" w x 13.786" h
- **2/3 VERTICAL**: 6.144" w x 20.5" h

### TAKE OWNERSHIP – WRAP

- **COMMUNITY COVER**: 10.34" w x 16.57" h
- **URBAN COVER**: 10.34" w x 16.57" h
- **NATIONAL POST & FINANCIAL POST COVER**: 8.744" w x 20.5" h
- ** masthead**: 10.34" w x 20.5" h
- **IBC**: 10.34" w x 20.5" h
- **OBC**: 10.34" w x 20.5" h

### GET RESULTS

- **1/2 PAGE**: 10.34" w x 10.214" h
- **VERTICAL PLUS**: 6.144" w x 10.214" h
- **VERTICAL SLIM**: 10.34" w x 5.0" h
- **1/4 PAGE**: 4.046" w x 5.143" h
- **SKYSCRAPER**: 10.34" w x 2.143" h
- **BANNER**: 10.34" w x 0.714" h

### FUNDAMENTALS

- **POSTCARD**: 4.046" w x 5.0" h
- **POSTCARD PLUS**: 6.144" w x 5.0" h
- **CUBE**: 4.046" w x 5.0" h
- **BUSINESS CARD**: 4.046" w x 4.046" h
- **LUG**: 1.948" w x 1.944" h
- **TEASER**: 1.948" w x 1.07" h

### TAKE OWNERSHIP – WRAP

- Wraps can be:
  - Cover + IFC or Cover + OBC + IFC + IBC
- Date is based on availability
- All material for front cover and outside back cover must be pre-approved by the publisher prior to sale
- 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

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