Postmedia offers a wide variety of modular ad formats for premium exposure of advertiser messaging across our broadsheet publications.
### TAKE OWNERSHIP - WRAP

<table>
<thead>
<tr>
<th>COMMUNITY COVER</th>
<th>URBAN COVER</th>
<th>NATIONAL POST &amp; FINANCIAL POST COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASTHEAD</td>
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</tbody>
</table>

- 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

### GET RESULTS

<table>
<thead>
<tr>
<th>1/2 PAGE</th>
<th>VERTICAL PLUS</th>
<th>VERTICAL SLIM</th>
<th>1/4 PAGE</th>
<th>SKYSCRAPER</th>
<th>BANNER</th>
<th>TICKER</th>
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### FUNDAMENTALS

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<tr>
<th>POSTCARD</th>
<th>POSTCARD PLUS</th>
<th>CUBE</th>
<th>BUSINESS CARD</th>
<th>LUG</th>
<th>TEASER</th>
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### BROADSHEET – MODULAR AD SIZES

<table>
<thead>
<tr>
<th>NATIONAL</th>
<th>ALBERTA</th>
<th>BRITISH COLUMBIA</th>
<th>NEW BRUNSWICK</th>
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</thead>
<tbody>
<tr>
<td>National Post</td>
<td>Calgary Herald</td>
<td>Edmonton Journal</td>
<td>Kings County Record</td>
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<tr>
<td>Financial Post</td>
<td></td>
<td></td>
<td>Telegraph-Journal</td>
</tr>
</tbody>
</table>

- Kirkland Lake Northern News This Week
- The London Free Press
- North Bay Nugget
- Norfolk & Tisonburg News
- Ottawa Citizen
- Owen Sound Sun Times
- Sarnia Observer
- Sault Ste. Marie Sault Star
- Sault This Week
- Simcoe Reformer
- Stratford Beacon Herald
- Sudbury Star
- Timmins Daily Press

### IN THE SPOTLIGHT

- Double Page: 21.857" w X 20.5" h
- Full Page: 10.34" w X 20.5" h
- 1/2 Page DPS: 10.34" w X 10.214" h
- 7/10 Page: 10.34" w X 14.286" h
- 3/5 Vertical: 6.144" w X 20.5" h

### NATIONAL POST & FINANCIAL POST COVER

- IFC Inside Front Cover
- IBC Inside Back Cover
- OBC Outside Back Cover

- Subject to cancellation as determined by the publisher and editor-in-chief (i.e. breaking news, major event)

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