

## Retail Ad Measurements

<b>BROADSHEET / PNJ (newsprint: 200 dpi)</b>			
<b>Size</b>	<b>Order as:</b>	<b>Total Inches</b>	<b>Build Specs</b>
Full Page	6 col. x 21.5"	= 129	10" x 21.5"
½ Page (horizontal)	6 col. x 10.5"	= 63	10" x 10.5"
½ Page (vertical)	3 col. x 21.5"	= 64.5	4.944" x 21.5"
¼ Page (horizontal)	6 col. x 5.25"	= 31.5	10" x 5.25"
¼ Page (vertical)	3 col. x 10.5"	= 31.5	4.944" x 10.5"
1/8 Page	3 col. X 5"	= 15	4.944" x 5"
Skybox – Main/Page 1A	2.25" x 1.75"	Must write Page 1A on ticket	2.25"w x 1.75"h
Skybox – all other	2 col." x 1.75"		3.25"w x 1.75"h

<b>TABLOID / Weekender, GoPensacola &amp; Pelican (newsprint: 200 dpi)</b>			
<b>Size</b>	<b>Order as:</b>	<b>Total Inches</b>	<b>Build Specs</b>
Full Page	6 col. x 10"	= 60	10" x 10"
½ Page (horizontal)	6 col. x 5"	= 30	10" x 5"
½ Page (vertical)	3 col. x 10"	= 30	4.944" x 10"
¼ Page	3 col. x 5"	= 15	4.944" x 5"
1/8 Page	3 col. X 2.5"	= 7.5	4.944 x 2.5"

**Broadsheet & Tabloid Column Width:**

1 col. = 1.569"                      3 col. = 4.944"                      5 col. = 8.319"  
 2 col. = 3.250"                      4 col. = 6.625"                      6 col. = 10.0"

<b>MAGAZINE / Bella, H&amp;G/HomeFinder(formerly FindAHome) (glossy: 300dpi)</b>			
<b>Size</b>	<b>Order as:</b>	<b>Total Inches</b>	<b>Build Specs</b>
Full Page	4 col. x 10"	= 40	8.625"x11.125" <i>(bleed)</i>
½ Page (vertical)	2 col. x 10"	= 20	4.375" x11.125" <i>(bleed)</i>
½ Page (horizontal)	4 col. x 5"	= 20	8.625" x 5.625" <i>(bleed)</i>
¼ Page (vertical)	2 col. x 5"	= 10	3.75" x 4.8125"
¼ Page (horizontal)	4 col. x 2.5"	= 10	7.625" x 2.34375"

*(Trim size of publication: 8.375" x 10.875") (Bleed = .125)*

<b>Size</b>	<b>ONLINE</b>	<b>Build Specs</b>
Block Ad		300 x 250 pixels
Skyscraper		160 x 600 pixels
Leaderboard		728 x 90 pixels
Vertical Poster		300 x 600 pixels
Sliding Billboard Pencil		940 x 40 pixels
Sliding Billboard Dropdown		940 x 200 pixels
Section Based Button Ad		234 x 60 pixels
Landing Page (jpeg, flat gif /no animation)		640 x 480 pixels
Photo Gallery Preload		700 x 400 pixels
Pnj.com - File Size:200kb Max. (jpeg, gif, swf or flash–flash needs embedded click tag)		
Yahoo – File Size: 40kb Max.		

[pnjads@pensacolanewsjournal.com](mailto:pnjads@pensacolanewsjournal.com)