

RETAIL AD WIDTHS (ROP)

Finished Page Size..... 11" x 21"
 Full Page Image Size..... 10" x 20"
 Doubletruck Size 21" x 20"
 Maximum Ad Height..... 20"
 Margin5"
 Gutter Between Columns125"

1 Column..... 1.56"	4 Columns 6.62"
2 Columns 3.25"	5 Columns 8.31"
3 Columns 4.94"	6 Columns 10"

These standalone special sections are broadsheet size:
 Home & Garden • Letters to Santa
 Lewiston Roundup

All special advertising page ads in the Daily News and Lewiston Tribune are built using retail ad sizes, unless special sizes are indicated on the sales material.

COMMON ROP AD SIZES

Ad Size	Billing Size (Total In.)	Build Size
Full Page	6x20 (120)	10"x20"
1/2 Page	6x10 (60)	10"x10"
	3x20 (60)	4.94"x20"
1/4 Page	3x10 (30)	4.94"x10"
	6x5 (30)	10"x5"
1/8 Page	3x5 (15)	4.94"x5"
	5x3 (15)	8.31"x3"
	2x4 (8)	3.25"x4"
	2x2 (4)	3.25"x2"

TV WEEK AD WIDTHS

Finished Page Size..... 10.5" x 11"
 Full Page Image Size..... 9.5" x 10"
 Maximum Ad Height..... 10"

1 Column..... 1.79"	4 Columns 7.57"
2 Columns 3.72"	5 Columns 9.5"
3 Columns 5.64"	

COUPON BOOK

Ad Size	Bill Size	Build Size
Coupon	2 x 4	5" x 4"

All coupons are two-sided.

BUSINESS CARD DIRECTORY

Ad Size	Bill Size	Build Size
Business Card	2 x 2	3.08" x 2"

WEB ADS

Skybox..... 300 x 250	Leaderboard..... 728 x 90
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Other web advertising options available.
 See your sales representative for details.

CLASSIFIED AD WIDTHS

Finished Page Size..... 11" x 21"
 Full Page Ad Size 10" x 20"
 (8.73" x 12.75" in The Market)
 Doubletruck Size 21" x 20"
 Maximum Ad Height..... 20"
 Margin5"
 Gutter Between Columns08"

1 Column..... 1.17"	5 Columns 6.22"
2 Columns 2.44"	6 Columns 7.48"
3 Columns 3.69"	7 Columns 8.74"
4 Columns 4.96"	8 Columns 10"

INLAND 360

Finished Page Size..... 10.5" x 12.5"
 Full Page Image Size..... 9.5" x 11.5"
 Maximum Ad Height..... 11"
 Margin5"
 Gutter..... .125"

1 Column..... 1.79"	4 Columns 7.57"
2 Columns 3.72"	5 Columns 9.5"
3 Columns 5.64"	

PICTURE PERFECT HOMES

Ad Size	Bill Size	Build Size
Regular	2 x 3	2.44" x 3"

SATURDAY REAL ESTATE PAGE

Ad Size	Bill Size	Build Size
Regular	2.5 x 3	3.26" x 3"
Feature	5.5 x 6	6.625" x 6"

HOMES ON THE PALOUSE

Ad Size	Bill Size	Build Size
Small	2 x 2.5	2.44" x 2.5"
Large	4 x 2.5	4.96" x 2.5"

All listings in the HOP section must follow the established template, and must be assigned a category of Open House, New Listing or Featured Listing.

STICKY NOTES

Pre-Trimmed Size..... 3.25" x 3.25"
 Finished Size..... 3" x 3"
 Bleed Area125" on all sides

Bleed space is trimmed off after printing. Please make sure all essential graphics and text are at least 1/4" away from the sticky note edge to avoid being improperly cropped off after trimming.

TABLOID ADS

Finished Page Size.....	10.5" x 12.5"
Full Page Image Size.....	9.5" x 11.5"
Maximum Ad Height.....	11"
Margin5"
Gutter.....	.125"

COLUMN TABLOID WIDTHS

Special Sections in these sizes:
Golden Times

1 Column..... 1.79"	4 Columns 7.57"
2 Columns 3.72"	5 Columns 9.5"
3 Columns 5.64"	

MODULAR TABLOID SIZES

Special Sections in these sizes:

At Your Service • Breast Cancer Awareness
Fall Football Preview • Farm & Ranch • Graduation
How-To Guide • Hunting Premium Edition
Jazz Festival • Job Fair • Lentil Festival
Life Planning • Moscow Art Walk • NAIA World Series
Palouse Living • Palouse Seniors • Pullman Art Walk
Shop Local • Voice of the Youth
Your Home | Your Life • Veterans Premium Edition

Ad Size	Bill Size	Build Size
Full Page	4 x 11	9.5" x 11"
1/2 Page Vrt.	2 x 11	4.67" x 11"
1/2 Page Hrz.	4 x 5.5	9.5" x 5.5"
1/4 Page	2 x 5.5	4.67" x 5.5"
1/8 Page Vrt.	1 x 5.5	2.28" x 5.5"
1/8 Page Hrz.	2 x 2.75	4.67" x 2.75"

WEDDING PLANNER

Ad Size	Bill Size	Build Size
Full Page	4 x 8.75	7.5" x 9"
1/2 Page Hrz.	4 x 4.5	7.5" x 4.5"
Half Strip	2 x 2.75	3.67" x 2.75"
Full Strip	4 x 2.75	7.5" x 2.75"

BALANCE

Ad Size	Bill Size	Build Size
Full Page	3 x 9	7.5" x 9"
2/3 Page	2 x 8.75	4.96" x 8.75"
1/2 Page Hrz.	3 x 4.5	7.5" x 4.31"
1/2 Page Vrt.	2 x 6.5	4.96" x 6.5"
1/3 Page Sqr.	2 x 4.5	4.96" x 4.31"
1/3 Page Vrt.	1 x 8.75	2.42" x 8.75"
1/6 Page Hrz.	2 x 2	4.96" x 2.125"
1/6 Page Vrt.	1 x 4.5	2.42" x 4.31"

FLEXI ADS

Finished Page Size.....	8.25" x 9.75"
Full Page Image Size.....	7.5" x 9"
Doubletruck Size	15.75" x 9"
Maximum Ad Height.....	.9"
Margin375"
Gutter.....	.125"

MODULAR FLEXI SIZES

Special Sections in these sizes:

Back to Campus • Festival of Trees • Health Beat
Nez Perce County Fair • Moscow Chamber Directory
Rendezvous in the Park • Wedding Planner

Ad Size	Bill Size	Build Size
Full Page	4 x 8.75	7.5" x 8.75"
1/2 Page Vrt.	2 x 8.75	3.67" x 8.75"
1/2 Page Hrz.	4 x 4.25	7.5" x 4.25"
1/4 Page	2 x 4.25	3.67" x 4.25"
1/8 Page	2 x 2	3.67" x 2"
1/16 Page	1 x 2	1.75" x 2"

LT WRAPPER

	Ad Size	Build Size
Front	Strip	3.5" x 19.75"
	1/2 Page Vrt.	6" x 9.83"
Back	Front Vrt.	6" x 19.75"
	1/2 Page Hrz.	10" x 9.83"
	1/2 Page Vrt.	4.94" x 19.75"
	1/4 Page Vrt.	4.94" x 9.83"

DN WRAPPER

Ad Size	Bill Size	Build Size
Full Page	6 x 18	10" x 18"
1/2 Page Vrt.	3 x 18	4.94" x 18"
1/2 Page Hrz.	6 x 9	10" x 9"
1/4 Page	3 x 9	4.94" x 9"

LC VALLEY HOMES

Ad Size	Bill Size	Build Size
Full Page	4 x 8.75	7" x 9"
1/2 Page	4 x 4.25	7" x 4.25"

DRIVEN

Ad Size	Bill Size	Build Size
Cover Ad	5 x 11.5	9.5" x 11.5"
<i>(Please leave a 4.75" x 3" space in the upper-left corner blank for the publication title)</i>		
Full Page	5 x 11	9.5" x 11"
Half Page	5 x 5.5	9.5" x 5.5"