STANDARDIZED SIZES.

HIGHER VISIBILITY. MORE IMPACT.

BETTER RESULTS.

Introducing Modular Ad Units.

Modular ad units on the newly designed pages of Journal Register Company newspapers will help make your advertisement stand out and achieve better results.

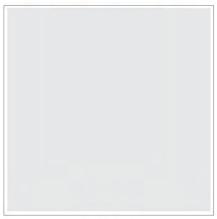
Utilizing logical page portion - full, half, quarter, eighth, etc. - instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find thumbnails and dimensions of our 26 modular advertising units. Of course, we will continue to offer creative ad shapes.







Double Truck 13 col. x 20" BUILD SIZE: 20.295" x 20"



Full Page 6 col. x 20" BUILD SIZE: 9.89" x 20"



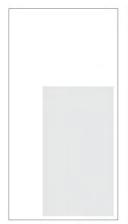
3/4 Page 5 col. x 18" BUILD SIZE: 8.22" x 18"



1/2 Page Horizontal 6 col. x 10" BUILD SIZE: 9.89" x 10"



1/2 Page Vertical 3 col. x 20" BUILD SIZE: 4.89" x 20"



2/5 Page 4 col. x 12" BUILD SIZE: 6.56 x 12"



1/3 Page Horizontal 5 col. x 8" BUILD SIZE: 8.22" x 8"



1/3 Page Vertical 2 col. x 20" BUILD SIZE: 3.22" x 20"



1/4 Page Horizontal 6 col. x 5" BUILD SIZE: 9.89" x 5"



1/4 Page Vertical 3 col. x 10" BUILD SIZE: 4.89" x 10"



1/5 Page 3 col. x 8" BUILD SIZE: 4.89" x 8"



1/6 Page Horizontal 4 col. x 5" BUILD SIZE: 6.56 x 5"



1/6 Page Vertical 2 col. x 10" BUILD SIZE: 3.22" x 10"



3/20 Page 3 col. x 6" BUILD SIZE: 4.89" x 6"



1/8 Page 3 col. x 5" BUILD SIZE: 4.89" x 5"

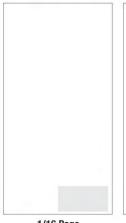


1/10 Page 3 col. x 4" BUILD SIZE: 4.89" x 4"



1/12 Page 2 col. x 5" BUILD SIZE: 3.22" x 5"

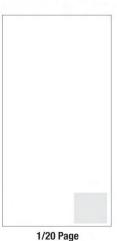




1/16 Page 3 col. x 2.5" BUILD SIZE: 4.89" x 2.5"



2/30 Page 2 col. x 4" BUILD SIZE: 3.22" x 4"



2 col. x 3" BUILD SIZE: 3.22" x 3"



1/30 Page Horizontal 2 col. x 2" BUILD SIZE: 3.22" x 2"



1/30 Page Vertical1 col. x 4"
BUILD SIZE: 1.56" x 4"



1/40 Page 1 col. x 3" BUILD SIZE: 1.56" x 3"



1/60 Page 1 col. x 2" BUILD SIZE: 1.56" x 2"



Front Page Banner 6 col. x 3" BUILD SIZE: 9.89" x 3"



BUILD SIZE: 2.5" x .75"

Column Width Picas Inches Points

Column Wiath	Picas	inches	Points
1 Column	9p4	1.56	112.00
2 Column	19p4	3.22	232.00
3 Column	29p4	4.89	352.00
4 Column	39p4	6.556	472.00
5 Column	49p4	8.22	592.00
6 Column	59p4	9.89	712.00

44" Web - Double Truck

Columns	Picas	Inches	Points	
13 Column	121p75	20.295"	1461	

Broadsheet Modular Ad Sizes

Double Truck: 13 col. x 20"
Full Page: 6 col. x 20"
3/4 Page: 5 col. x 18"
1/2 Page Horizontal: 6 col. x 10"
1/2 Page Vertical: 3 col. x 20"
2/5 Page: 4 col.x 12"

1/3 Page Horizontal: 5 col. x 8" **1/3 Page Vertical:** 2 col. x 20"

1/4 Page Horizontal: 6 col. x 5"
1/4 Page Vertical: 3 col. x 10"
1/5 Page: 3 col. x 8"
1/6 Page Horizontal: 4 col. x 5"
1/6 Page Vertical: 2 col. x 10"
3/20 Page: 3 col. x 6"
1/8 Page: 3 col. x 5"

1/10 Page: 3 col. x 4"

1/12 Page: 2 col. x 5"
1/16 Page: 3 col. x 2.5"
2/30 Page: 2 col. x 4"
1/20 Page: 2 col. x 3"
1/30 Page Horizontal: 2 col. x 2"
1/30 Page Vertical: 1 col. x 4"
1/40 Page: 1 col. x 3"
1/60 Page: 1 col. x 2"

Front Page Banner: 6 col. x 3" Skybox: 2.5" x .75"

Gutters and Margins

Page Margins: 40 points Page Gutter: 80 points Column Gutter: 8 points Page Depth: 20.295"

Depth Inches to Points

Depti			IIILO												
Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points
1	72	3.5	252	6	432	8.5	612	11	792	13.5	972	16	1152	18.5	1332
1.5	108	4	288	6.5	478	9	648	11.5	828	14	1008	16.5	1188	19	1368
2	144	4.5	324	7	504	9.5	684	12	864	14.5	1044	17	1224	19.5	1404
2.5	180	5	360	7.5	540	10	720	12.5	900	15	1080	17.5	1260	20	1440
3	216	5.5	396	8	576	10.5	756	13	936	15.5	1116	18	1296	20.5	1476



BROADSHEET ROP RATES



	Double Truck	Full Page	3/4 Page	Half Page Hor	Half Page Vert	2/5 Page	1/3 Page Hor	1/3 Page Vert	1/4 Page Hor	1/4 Page Ver	1/5 Page	1/6 Page Hor
Contract Level	12 col x 20"	6 col x 20"	5 col x 18"	6 col x 10"	3 col x 20"	4 col x 12"	5 col x 8"	2 col x 20"	6 col x 5"	3 col x 10"	3 col x 8"	4 col x 5"
OPEN	\$6,679.20	\$3,339.60	\$2,504.70	\$1,669.80	\$1,669.80	\$1,335.84	\$1,113.20	\$1,113.20	\$834.90	\$834.90	\$667.92	\$556.60
\$1,000 - \$2,499	\$6,679.20	\$3,339.60	\$2,504.70	\$1,669.80	\$1,669.80	\$1,335.84	\$1,113.20	\$1,113.20	\$834.90	\$834.90	\$667.92	\$556.60
\$2,500 - \$4,999	\$5,618.40	\$2,809.20	\$2,106.90	\$1,404.60	\$1,404.60	\$1,123.68	\$936.40	\$936.40	\$702.30	\$702.30	\$561.84	\$468.20
\$5,000 - \$7,499	\$5,282.40	\$2,641.20	\$1,980.90	\$1,320.60	\$1,320.60	\$1,056.48	\$880.40	\$880.40	\$660.30	\$660.30	\$528.24	
\$7,500 - \$9,999	\$5,282.40	\$2,641.20	\$1,980.90	\$1,320.60	\$1,320.60	\$1,056.48	\$880.40	\$880.40	\$660.30	\$660.30	\$528.24	\$440.20
\$10,000 - \$14,999	\$4,665.60	\$2,332.80	\$1,749.60	\$1,166.40	\$1,166.40	\$933.12	\$777.60	\$777.60	\$583.20	\$583.20	\$466.56	\$388.80
\$15,000 - \$19,999	\$4,380.00	\$2,190.00	\$1,642.50	\$1,095.00	\$1,095.00	\$876.00	\$730.00	\$730.00	\$547.50	\$547.50	\$438.00	\$365.00
\$20,000 - \$24,999	\$4,380.00	\$2,190.00	\$1,642.50	\$1,095.00	\$1,095.00	\$876.00	\$730.00	\$730.00	\$547.50	\$547.50	\$438.00	\$365.00
\$25,000 - \$29,999	\$4,116.00	\$2,058.00	\$1,543.50	\$1,029.00	\$1,029.00	\$823.20	\$686.00	\$686.00	\$514.50	\$514.50	\$411.60	\$343.00
\$30,000 - \$39,999	\$3,868.80	\$1,934.40	\$1,450.80	\$967.20	\$967.20	\$773.76	\$644.80	\$644.80	\$483.60	\$483.60	\$386.88	\$ \$322.40
\$40,000 - \$49,999	\$3,412.80	\$1,706.40	\$1,279.80	\$853.20	\$853.20	\$682.56	\$568.80	\$568.80	\$426.60	\$426.60	\$341.28	\$ \$284.40
\$50,000 - \$74,999	\$3,205.42	\$1,602.71	\$1,202.03	\$801.35	\$801.35	\$641.08	\$534.24	\$534.24	\$400.68	\$400.68	\$320.54	\$267.12
\$75,000 - \$99,999	\$3,010.64	\$1,505.32	\$1,128.99	\$752.66	\$752.66	\$602.13	\$501.77	\$501.77	\$376.33	\$376.33	\$301.06	\$250.89
Sunday/Thursday	\$4,274.40	\$2,137.20	\$1,602.90	\$1,068.60	\$1,068.60	\$854.88	\$712.40	\$712.40	\$534.30	\$534.30	\$427.44	\$356.20
N. D. C.	40.040.00	44.000.00	44 440 00	40.00.00	40.50.00	4=00.00		4540.00		4.00.00		400000
Non Profit	\$3,840.00	\$1,920.00	\$1,440.00	\$960.00	\$960.00	\$768.00	\$640.00	\$640.00	\$480.00	\$480.00	\$384.00	\$320.00
Pickup Discounts												
2nd day	15%											
3rd day	20%											
4th day	20%											
5th day	20%											
6th day	25%											
7th day	25%											
,												
Strips (6 col x 3)	\$250.00											
Front Page Strip	\$325.00											
Secton Front Strip	\$275.00											
·												
Spot Color	\$390.00											
Proccess Color	\$595.00											
	-											

BROADSHEET ROP RATES



	1/6 Page Vert	3/20 Page	1/8 Page	1/10 Page	1/12 Page	1/16 Page	2/30 Page	1/20 Page	1/30 Page Hor	1/30 Page Vert	1/40 Page	1/60 Page
Contract Level	2 col x 10"	3 col x 6"	3 col x 5"	3 col x 4"	2 col x 5"	3 col x 2.5"	2 col x 4"	2 col x 3"	2 col x 2"	1 col x 4"	1 col x 3"	1 col x 2"
OPEN	\$556.60	\$500.94	\$417.45	\$333.96	\$278.30	\$208.73	\$222.64	\$166.98	\$111.32	\$111.32	\$83.49	\$55.66
\$1,000 - \$2,499	\$556.60	\$500.94	\$417.45	\$333.96	\$278.30	\$208.73	•	•	•		•	•
\$2,500 - \$4,999	\$468.20	\$421.38	\$351.15	\$280.92	\$234.10	\$175.58	\$187.28	\$140.46	•		\$70.23	\$46.82
\$5,000 - \$7,499	\$440.20	\$396.18		\$264.12	\$220.10	\$165.08	\$176.08				\$66.03	\$44.02
\$7,500 - \$9,999	\$440.20	\$396.18		\$264.12	\$220.10	\$165.08	\$176.08	\$132.06			\$66.03	\$44.02
\$10,000 - \$14,999	\$388.80	\$349.92	\$291.60	\$233.28	\$194.40	\$145.80	\$155.52	\$116.64	\$77.76	\$77.76	\$58.32	\$38.88
\$15,000 - \$19,999	\$365.00	\$328.50	\$273.75	\$219.00	\$182.50	\$136.88	\$146.00	\$109.50			\$54.75	\$36.50
\$20,000 - \$24,999	\$365.00	\$328.50	\$273.75	\$219.00	\$182.50	\$136.88	\$146.00	\$109.50			\$54.75	\$36.50
\$25,000 - \$29,999	\$343.00	\$308.70	\$257.25	\$205.80	\$171.50	\$128.63	\$137.20	\$102.90	· · · · · · · · · · · · · · · · · · ·		\$51.45	\$34.30
\$30,000 - \$39,999	\$322.40	\$290.16	\$241.80	\$193.44	\$161.20	\$120.90	\$128.96	•	· · · · · · · · · · · · · · · · · · ·		\$48.36	\$32.24
\$40,000 - \$49,999	\$284.40	\$255.96	\$213.30	\$170.64	\$142.20	\$106.65	\$113.76	\$85.32	\$56.88	\$56.88	\$42.66	\$28.44
\$50,000 - \$74,999	\$267.12	\$240.41	\$200.34	\$160.27	\$133.56	\$100.17	\$106.85	\$80.14	\$53.42	\$53.42	\$40.07	\$26.71
\$75,000 - \$99,999	\$250.89	\$225.80	\$188.16	\$150.53	\$125.44	\$94.08	\$100.35	\$75.27	\$50.18	\$50.18	\$37.63	\$25.09
Sunday/Thursday	\$356.20	\$320.58	\$267.15	\$213.72	\$178.10	\$133.58	\$142.48	\$106.86	\$71.24	\$71.24	\$53.43	\$35.62
Nag Duafit	¢220.00	¢200.00	ć240.00	ć102.00	¢1.C0.00	ć120.00	ć130.00	¢00.00	¢64.00	¢C4.00	ć 40.00	¢22.00
Non Profit	\$320.00	\$288.00	\$240.00	\$192.00	\$160.00	\$120.00	\$128.00	\$96.00	\$64.00	\$64.00	\$48.00	\$32.00
Pickup Discounts												
2nd day	15%											
3rd day	20%											
4th day	20%											
5th day	20%											
6th day	25%											
7th day	25%											
Strips (6 col x 3)	\$250.00											
Front Page Strip	\$325.00											
Secton Front Strip	\$275.00											
	.											
Spot Color	\$390.00											
Proccess Color	\$595.00											

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BETTER RESULTS.

Introducing Modular Ad Units.

Modular ad units on the newly designed pages of Journal Register Company newspapers will help make your advertisement stand out and achieve better results.

Utilizing logical page portion - full, half, quarter, eighth, etc. - instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find thumbnails and dimensions of our 21 modular advertising units. Of course, we will continue to offer creative ad shapes.







Double Truck 13 col. x 9.6" BUILD SIZE: 20.295" x 9.6"



Full Page 6 col. x 9.6" BUILD SIZE: 9.89" x 9.6"



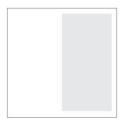
2/3 Page Horizontal 5 col. x 8" BUILD SIZE: 8.22" x 8"



2/3 Page Vertical 4 col. x 9.6" BUILD SIZE: 6.56" x 9.6"



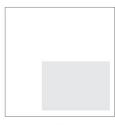
1/2 Page Horizontal 6 col. x 4.75" BUILD SIZE: 9.89" x 4.75"



1/2 Page Vertical 3 col. x 9.6" BUILD SIZE: 4.89" x 9.6"



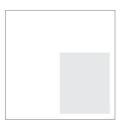
2/5 Page 3 col. x 8" BUILD SIZE: 6.56 x 8"



1/3 Page Horizontal 4 col. x 4.75" BUILD SIZE: 6.56" x 4.75"



1/3 Page Vertical 2 col. x 9.6" BUILD SIZE: 3.22" x 9.6"



3/10 Page 3 col. x 6" BUILD SIZE: 4.89" x 6"



1/4 Page 3 col. x 4.75" BUILD SIZE: 4.89" x 4.75"



1/6 Page 2 col. x 4.75" BUILD SIZE: 3.22 x 4.75"



1/8 Page 3 col. x 2.5" BUILD SIZE: 4.89" x 2.5"



2/15 Page 2 col. x 4" BUILD SIZE: 3.22" x 4"



1/10 Page 2 col. x 3" BUILD SIZE: 3.22" x 3"



1/15 Page Horizontal 2 col. x 2" BUILD SIZE: 3.22" x 2"



1/15 Page Vertical 1 col. x 4" BUILD SIZE: 1.56" x 4"



1/20 Page 1 col. x 3" BUILD SIZE: 1.56 x 3"



1/30 Page 1 col. x 2" BUILD SIZE: 1.56" x 2"



Front Page Banner 6 col. x 3" BUILD SIZE: 9.6" x 3"



SkyboxBUILD SIZE: 2.5" x .75"



Tabloid Modular Ad Sizes

Gutters and Margins Double Truck: 13 col. x 9.6" **1/3 Page Horizontal:** 4 col. x 4.75" **1/10 Page:** 2 col. x 3" 1/15 Page Horizontal: 2 col. x 2" Full Page: 6 col. x 9.6" 1/3 Page Vertical: 2 col. x 9.6" Page Margins: 40 points 2/3 Page Horizontal: 5 col. x 8" **3/10 Page:** 3 col. x 6" 1/15 Page Vertical: 1 col. x 4" Page Gutter: 80 points 2/3 Page Vertical: 4 col. x 9.6" 1/4 Page: 3 col. x 4.75" 1/20 Page: 1 col. x 3" Column Gutter: 8 points 1/2 Page Horizontal: 6 col. x 4.75" 1/6 Page Horizontal: 2 col. x 4.75" 1/30 Page: 1 col. x 2" Page Depth: 9.89" 1/2 Page Vertical: 3 col. x 9.6" 1/8 Page: 3 col. x 2.5" Front Page Banner: 6 col. x 3" 2/5 Page: 3 col.x 8" 2/15 Page: 2 col. x 4" **Skybox:** 2.5" x .75"

Depth Inches to Points

Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points	Inches	Points
1	72	3.5	252	6	432	8.5	612	11	792	13.5	972	16	1152	18.5	1332
1.5	108	4	288	6.5	478	9	648	11.5	828	14	1008	16.5	1188	19	1368
2	144	4.5	324	7	504	9.5	684	12	864	14.5	1044	17	1224	19.5	1404
2.5	180	5	360	7.5	540	10	720	12.5	900	15	1080	17.5	1260	20	1440
3	216	5.5	396	8	576	10.5	756	13	936	15.5	1116	18	1296	20.5	1476

44" Web - 6 Column Tabloid ROP and Classified

Column Width	Picas	Inches	Points
1 Column	9p4	1.56	112.00
2 Column	19p4	3.22	232.00
3 Column	29p4	4.89	352.00
4 Column	39p4	6.556	472.00
5 Column	49p4	8.22	592.00
6 Column	59p4	9.89	712.00

44" Web - Double Truck

Columns	Picas	Inches	Points	
13 Column	121p75	20.295"	1461	



TABLOID ROP RATES



	Full Page	2/3 Page	1/2 Page Vert	1/2 Page Hor	2/5 Pag	1/3 Page Vert	3/10 Page	1/4 Page	1/6 Page
Contract Level	6 col x 9.6"	5 col. x 8"	3 col. x 9.6"	6 col. x 4.75"	3 col. x 8"	2 col x 9.6"	3 col. x 6"	3 col. x 4.75"	2 col. x 4.75"
OPEN	\$1,633.54	\$1,134.40	\$816.77	\$808.26	\$680.64	\$544.51	\$510.48	\$404.13	\$269.42
\$1,000 - \$2,499	\$1,373.76	\$954.00	\$686.88	\$679.73	\$572.40	\$457.92	\$429.30	\$339.86	\$226.58
\$2,500 - \$4,999	\$1,373.76	\$954.00	\$686.88	\$679.73	\$572.40	\$457.92	\$429.30	\$339.86	\$226.58
\$5,000 - \$7,499	\$1,291.39	\$896.80	\$645.70	\$638.97	\$538.08	\$430.46	\$403.56	\$319.49	\$212.99
\$7,500 - \$9,999	\$1,291.39	\$896.80	\$645.70	\$638.97	\$538.08	\$430.46	\$403.56	\$319.49	\$212.99
\$10,000 - \$14,999	\$1,213.63	\$842.80	\$606.82	\$600.50	\$505.68	\$404.54	\$379.26	\$300.25	\$200.17
\$15,000 - \$19,999	\$1,141.06	\$792.40	\$570.53	\$564.59	\$475.44	\$380.35	\$356.58	\$282.29	\$188.20
\$20,000 - \$24,999	\$1,071.94	\$744.40	\$535.97	\$530.39	\$446.64	\$357.31	\$334.98	\$265.19	\$176.80
\$25,000 - \$29,999	\$1,007.42	\$699.60	\$503.71	\$498.47	\$419.76	\$335.81	\$314.82	\$249.23	\$166.16
\$30,000 - \$39,999	\$946.37	\$657.20	\$473.18	\$468.26	\$394.32	\$315.46	\$295.74	\$234.13	\$156.09
\$40,000 - \$49,999	\$888.77	\$617.20	\$444.38	\$439.76	\$370.32	\$296.26	\$277.74	\$219.88	\$146.59
\$50,000 - \$74,999	\$834.62	\$579.60	\$417.31	\$412.97	\$347.76	\$278.21	\$260.82	\$206.48	\$137.66
\$75,000 - \$99,999	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88
Sunday/Thursday	\$1,025.86	\$712.40	\$512.93	\$507.59	\$427.44	\$341.95	\$320.58	\$253.79	\$169.20
Non Profit	\$921.60	\$640.00	\$460.80	\$456.00	\$384.00	\$307.20	\$288.00	\$228.00	\$152.00
Pickup Discounts									
2nd day	15%								
3rd day	20%								
4th day	20%								
5th day	20%								
6th day	25%								
7th day	25% 25%								
7 til day	23/0								
Strips (6 col x 3)	\$250.00								
Front Page Strip	\$325.00								
Secton Front Strip	\$275.00								
	72,3.00								
Spot Color	\$195.00								
Proccess Color	\$297.50								
	,								

TABLOID ROP RATES



	2/15 Page	1/8 Page	1/10 Page	1/15 Page Hor	1/15 Page Vert	1/20 Page	1/30 Page
Contract Level	2 col x 4"	3 col x 2.31"	2 col x 3"	2 col x 2"	1 col x 4"	1 col x 3"	1 col x 2"
OPEN	\$226.88	\$196.53	\$170.16	\$113.44	\$113.44	\$85.08	\$56.72
\$1,000 - \$2,499	\$190.80	\$165.28	\$143.10	\$95.40	\$95.40	\$71.55	\$47.70
\$2,500 - \$4,999	\$190.80	\$165.28	\$143.10	\$95.40	\$95.40	\$71.55	\$47.70
\$5,000 - \$7,499	\$179.36	\$155.37	\$134.52	\$89.68	\$89.68	\$67.26	\$44.84
\$7,500 - \$9,999	\$179.36	\$155.37	\$134.52	\$89.68	\$89.68	\$67.26	\$44.84
\$10,000 - \$14,999	\$168.56	\$146.02	\$126.42	\$84.28	\$84.28	\$63.21	\$42.14
\$15,000 - \$19,999	\$158.48	\$137.28	\$118.86	\$79.24	\$79.24	\$59.43	\$39.62
\$20,000 - \$24,999	\$148.88	\$128.97	\$111.66	\$74.44	\$74.44	\$55.83	\$37.22
\$25,000 - \$29,999	\$139.92	\$121.21	\$104.94	\$69.96	\$69.96	\$52.47	\$34.98
\$30,000 - \$39,999	\$131.44	\$113.86	\$98.58	\$65.72	\$65.72	\$49.29	\$32.86
\$40,000 - \$49,999	\$123.44	\$106.93	\$92.58	\$61.72	\$61.72	\$46.29	\$30.86
\$50,000 - \$74,999	\$115.92	\$100.42	\$86.94	\$57.96	\$57.96	\$43.47	\$28.98
\$75,000 - \$99,999	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88	\$108.88
Sunday/Thursday	\$142.48	\$123.42	\$106.86	\$71.24	\$71.24	\$53.43	\$35.62
Non Profit	\$128.00	\$110.88	\$96.00	\$64.00	\$64.00	\$48.00	\$32.00
Pickup Discounts							
2nd day		15%					
3rd day		20%					
4th day		20%					
5th day		20%					
6th day		25%					
7th day		25% 25%					
/ III uay		25%					
Strips (6 col x 3)		\$250.00					
Front Page Strip		\$325.00					
Secton Front Strip		\$275.00					
Spot Color		\$195.00					