

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.

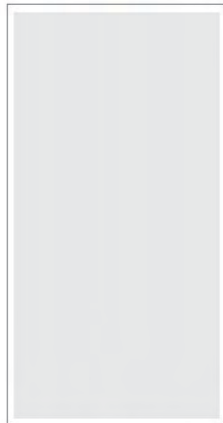
Inside you'll find thumbnails and dimensions of our 26 modular advertising units. Of course, we will continue to offer creative ad shapes.



Where your customers look before they buy.



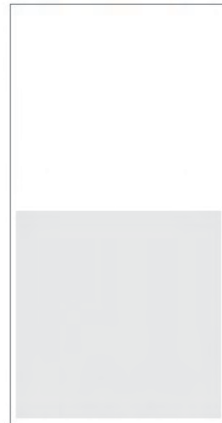
Double Truck
13 col. x 20"
BUILD SIZE: 20.295" x 20"



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



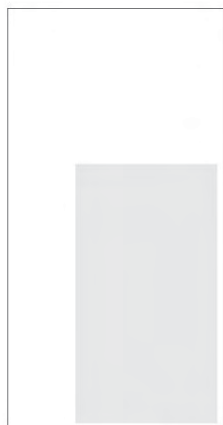
3/4 Page
5 col. x 18"
BUILD SIZE: 8.22" x 18"



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



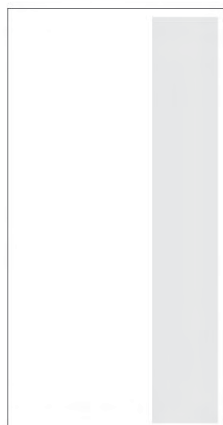
1/2 Page Vertical
3 col. x 20"
BUILD SIZE: 4.89" x 20"



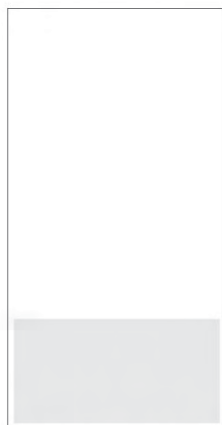
2/5 Page
4 col. x 12"
BUILD SIZE: 6.56 x 12"



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



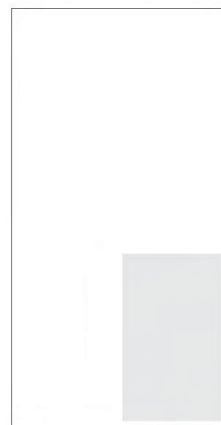
1/3 Page Vertical
2 col. x 20"
BUILD SIZE: 3.22" x 20"



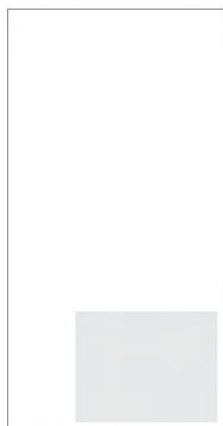
1/4 Page Horizontal
6 col. x 5"
BUILD SIZE: 9.89" x 5"



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



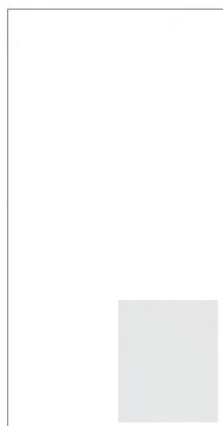
1/5 Page
3 col. x 8"
BUILD SIZE: 4.89" x 8"



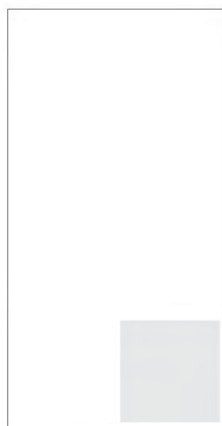
1/6 Page Horizontal
4 col. x 5"
BUILD SIZE: 6.56 x 5"



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



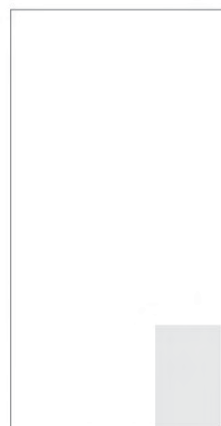
3/20 Page
3 col. x 6"
BUILD SIZE: 4.89" x 6"



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

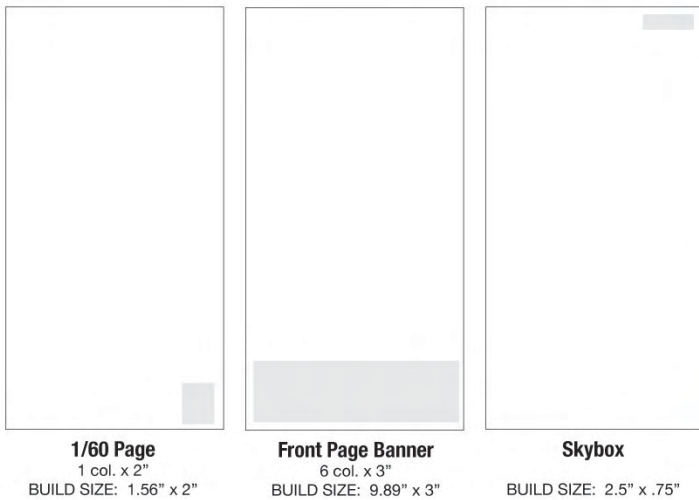
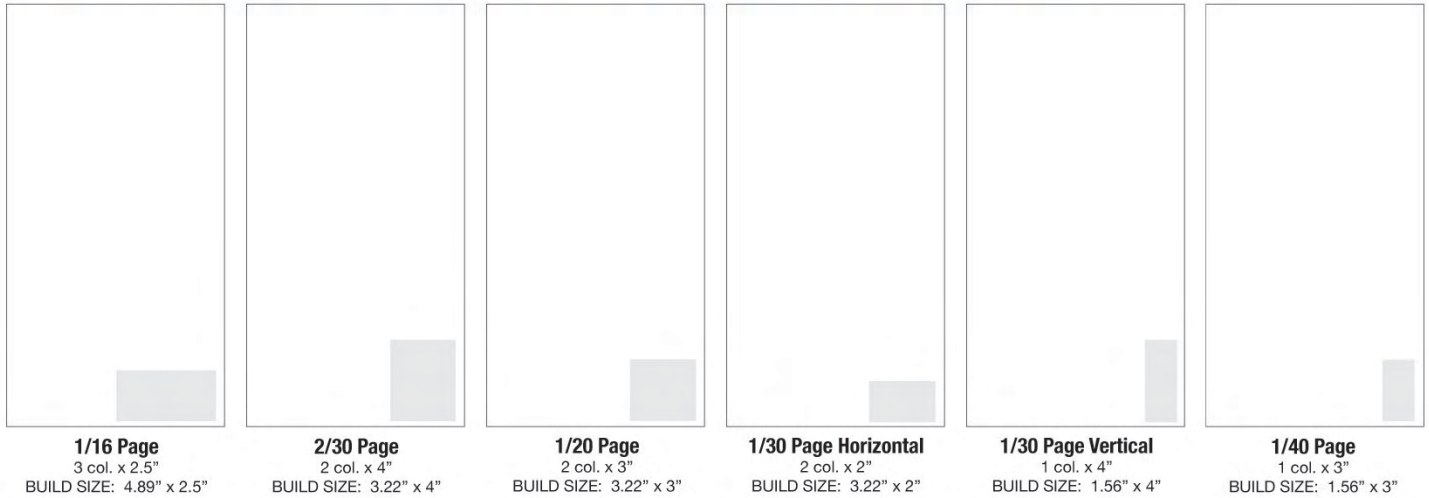


1/10 Page
3 col. x 4"
BUILD SIZE: 4.89" x 4"



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

Where your customers look before they buy.



44" Web - 6 Column Broadsheet 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

Broadsheet Modular Ad Sizes

Double Truck: 13 col. x 20"	1/4 Page Horizontal: 6 col. x 5"	1/12 Page: 2 col. x 5"	Front Page Banner: 6 col. x 3"
Full Page: 6 col. x 20"	1/4 Page Vertical: 3 col. x 10"	1/16 Page: 3 col. x 2.5"	Skybox: 2.5" x .75"
3/4 Page: 5 col. x 18"	1/5 Page: 3 col. x 8"	2/30 Page: 2 col. x 4"	
1/2 Page Horizontal: 6 col. x 10"	1/6 Page Horizontal: 4 col. x 5"	1/20 Page: 2 col. x 3"	Gutters and Margins
1/2 Page Vertical: 3 col. x 20"	1/6 Page Vertical: 2 col. x 10"	1/30 Page Horizontal: 2 col. x 2"	Page Margins: 40 points
2/5 Page: 4 col. x 12"	3/20 Page: 3 col. x 6"	1/30 Page Vertical: 1 col. x 4"	Page Gutter: 80 points
1/3 Page Horizontal: 5 col. x 8"	1/8 Page: 3 col. x 5"	1/40 Page: 1 col. x 3"	Column Gutter: 8 points
1/3 Page Vertical: 2 col. x 20"	1/10 Page: 3 col. x 4"	1/60 Page: 1 col. x 2"	Page Depth: 20.295"

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

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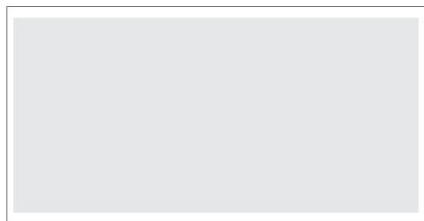
Utilizing logical page portion - full, half, quarter, eighth, etc. - instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history - pricing is now provided for each advertising unit.

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.



Where your customers look before they buy.



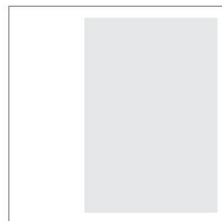
Double Truck
13 col. x 9.6"
BUILD SIZE: 20.295" x 9.6"



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



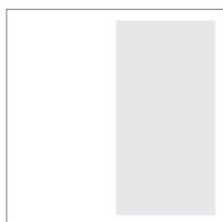
2/3 Page Horizontal
5 col. x 8"
BUILD SIZE: 8.22" x 8"



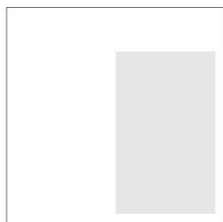
2/3 Page Vertical
4 col. x 9.6"
BUILD SIZE: 6.56" x 9.6"



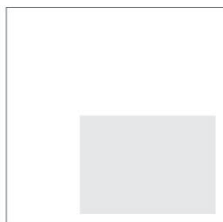
1/2 Page Horizontal
6 col. x 4.75"
BUILD SIZE: 9.89" x 4.75"



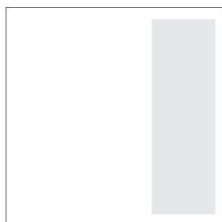
1/2 Page Vertical
3 col. x 9.6"
BUILD SIZE: 4.89" x 9.6"



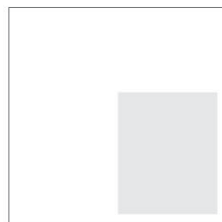
2/5 Page
3 col. x 8"
BUILD SIZE: 6.56 x 8"



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"



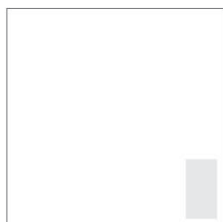
1/10 Page
2 col. x 3"
BUILD SIZE: 3.22" x 3"



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"



Skybox
BUILD SIZE: 2.5" x .75"

Where your customers look before they buy.

Tabloid Modular Ad Sizes

Double Truck: 13 col. x 9.6"	1/3 Page Horizontal: 4 col. x 4.75"	1/10 Page: 2 col. x 3"	Gutters and Margins	
Full Page: 6 col. x 9.6"	1/3 Page Vertical: 2 col. x 9.6"	1/15 Page Horizontal: 2 col. x 2"		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
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2.5	180	5	360	7.5	540	10	720	12.5	900	15	1080	17.5	1260	20	1440
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44" Web - 6 Column Tabloid ROP and Classified

Column Width	Picas	Inches	Points
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44" Web - Double Truck

Columns	Picas	Inches	Points
13 Column	121p75	20.295"	1461

TABLOID ROP RATES



Contract Level	2/15 Page 2 col x 4"	1/8 Page 3 col x 2.31"	1/10 Page 2 col x 3"	1/15 Page Hor 2 col x 2"	1/15 Page Vert 1 col x 4"	1/20 Page 1 col x 3"	1/30 Page 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%					
Strips (6 col x 3)		\$250.00					
Front Page Strip		\$325.00					
Secton Front Strip		\$275.00					
Spot Color		\$195.00					
Proccess Color		\$297.50					