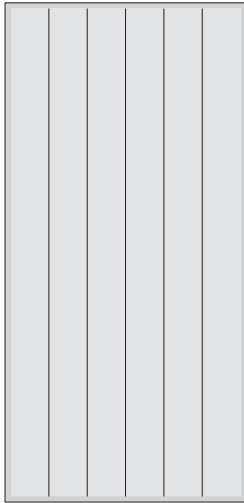
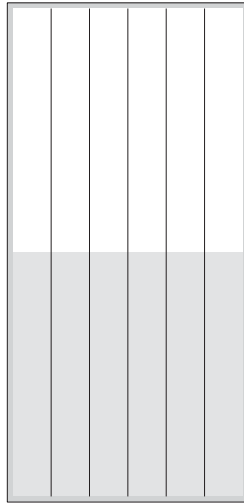


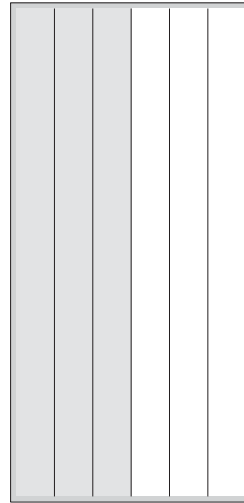
The San Diego Union-Tribune
ROP MODULAR (BROADSHEET) DISPLAY AD SIZES
EFFECTIVE FEBRUARY 1, 2024



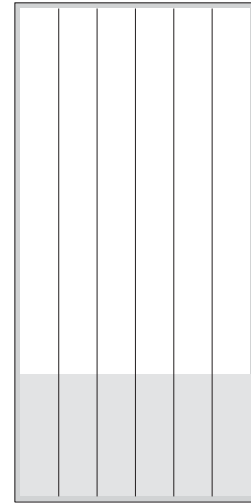
FULL PAGE
 6C (9.89") x 21"



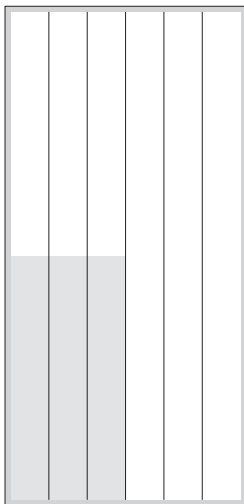
1/2 PG. HORIZ.
 6C (9.89") x 10.5"



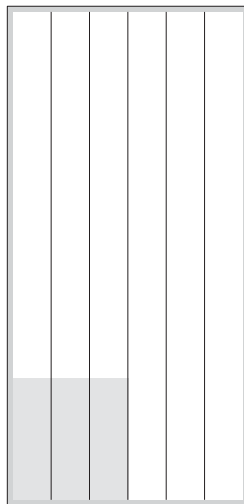
1/2 PG. VERT.
 3C (4.89") x 21"



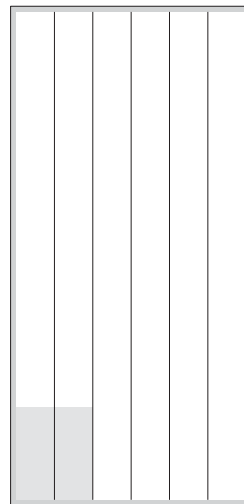
1/4 PG. HORIZ.
 6C (9.89") x 5.25"



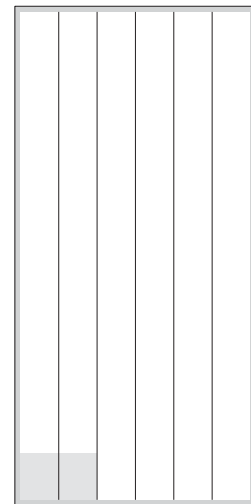
1/4 PG. VERT.
 3C (4.89") x 10.5"



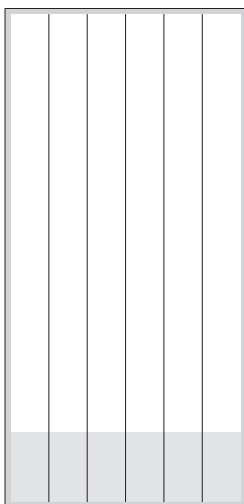
1/8 PG. VERT.
 3C (4.89") x 5.25"



1/16 PG. HORIZ.
 2C (3.22") x 4"



1/32 PG. HORIZ.
 2C (3.22") x 2"



STRIP AD
 6C (9.89") x 3"



GUIDE TO COLOR FOR NEWSPRINT

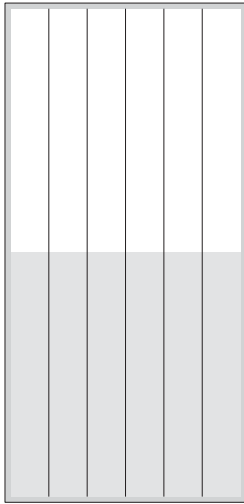
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SDAdvertisingCreative@sduniontribune.com

The San Diego Union-Tribune

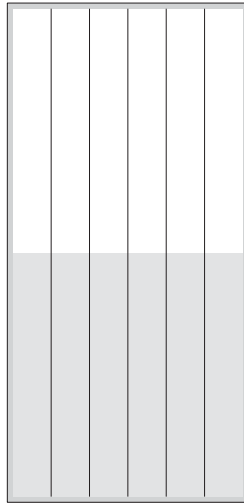
ROP MODULAR (BROADSHEET) DISPLAY AD SIZES

EFFECTIVE FEBRUARY 1, 2024

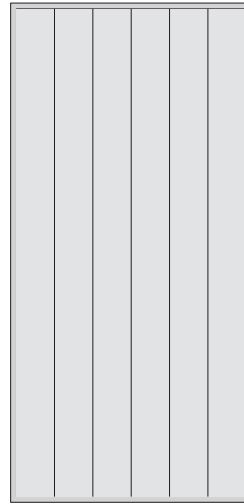


PAGE 2 PREMIUM
6C (9.89") x 10.5"
B/W only.

Available Mon.–Sat., not Friday)

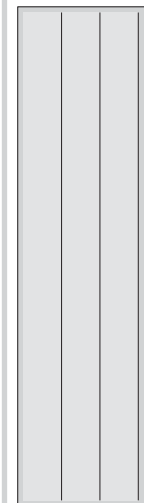


WEATHER PAGE
6C (9.89") x 10.5"

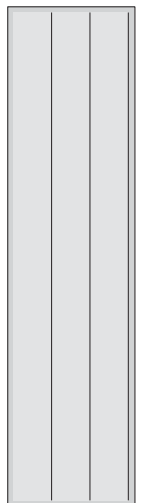


BACK OF MAIN NEWS
6C (9.89") x 21"

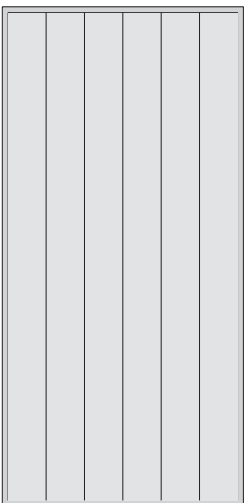
SPADEA - STANDARD LAYOUT



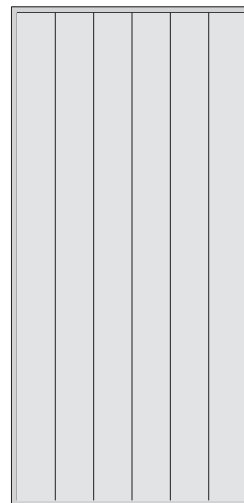
FRONT FLAP
3C (4.89") x 21"



INSIDE FLAP
3C (4.89") x 21"

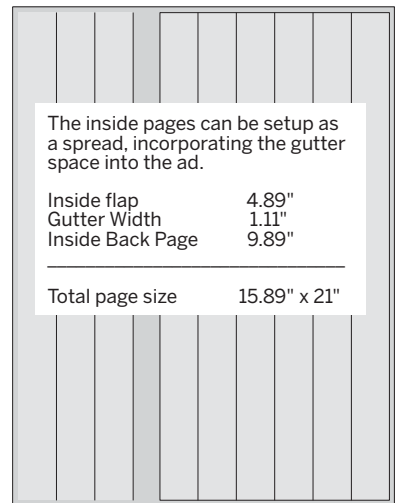


INSIDE BACK PAGE
6C (9.89") x 21"



OUTSIDE BACK PAGE
6C (9.89") x 21"

SPADEA - INSIDE SPREAD*



The inside pages can be setup as a spread, incorporating the gutter space into the ad.

Inside flap	4.89"
Gutter Width	1.11"
Inside Back Page	9.89"

Total page size 15.89" x 21"

***AVAILABLE FOR THE INSIDE SPREAD ONLY**
9C (15.89") x 21"



BROADSHEET DOUBLETUCK
12C (20.89") x 21"

GUTTER WIDTH 1.11" x 21"



GUIDE TO COLOR FOR NEWSPRINT

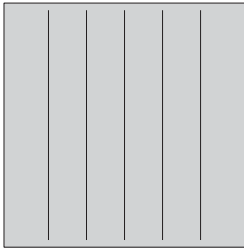
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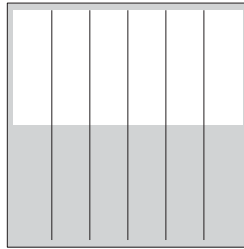
SDAdvertisingCreative@sduniontribune.com

The San Diego Union-Tribune
ROP MODULAR (TABLOID) DISPLAY AD SIZES
EFFECTIVE FEBRUARY 1, 2024

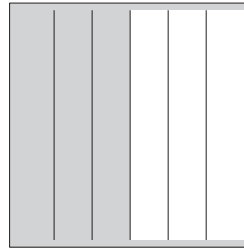
PLEASE NOTE THE NEW HEIGHT OF 9.65"
on the full page, 1/2 page vertical, and the doubletruck ad sizes.



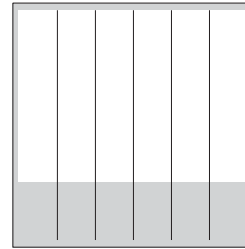
FULL PAGE
6C (9.89") x 9.65"



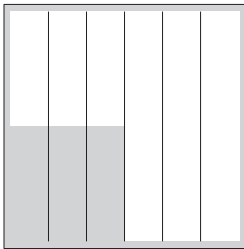
1/2 PG. HORIZ.
6C (9.89") x 4.75"



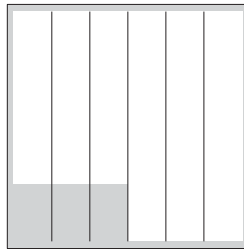
1/2 PG. VERT.
3C (4.89") x 9.65"



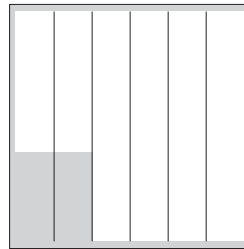
1/4 PG. HORIZ.
6C (9.89") x 2.3"



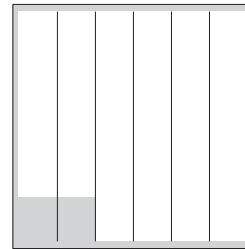
1/4 PG. VERT.
3C (4.89") x 4.75"



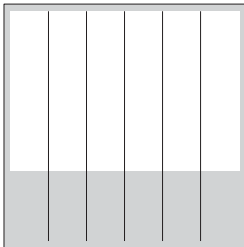
1/8 PG. HORIZ.
3C (4.89") x 2.3"



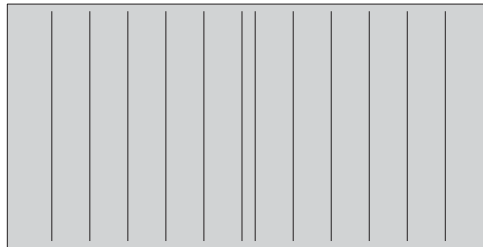
1/8 PG. VERT.
2C (3.22") x 4"



1/16 PG. HORIZ.
2C (3.22") x 2"



STRIP AD
6C (9.89") x 3"



TABLOID DOUBLE TRUCK
12C (20.89") x 9.65"



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