

Main Newspaper Ad Sizes & Specifications

MECHANICAL MEASUREMENTS

STANDARD-PAGE COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

DOUBLE-TRUCK COLUMN WIDTHS

(Layout and print sizes. Includes gutter)	
10 column	17.61 inches
11 columns	19.30 inches
12 columns	20.87 inches

BUTTED FACING PAGES GUIDELINES:

4, 5 or 6 columns with a minimum of 10 1/2"

TABLOID PAGE COLUMN-WIDTHS

1 column	1.53 Inches
2 columns	3.22 Inches
3 columns	4.92 Inches
4 columns	6.61 Inches
5 columns	8.31 Inches
Tabloid full-page (6 columns)	10" x 10"
Tabloid double-truck (includes 1.44" gutter)	20.87" x 10"

U-T en Español COLUMN WIDTHS

1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns wide x 21.5 inches

ROP Minimum Depth Requirements

1 column x 1 inch	5 columns x 7 inches
2 columns x 1 inch	6 columns x 7 inches
3 columns x 3 inches	6 columns x 4 inches
4 columns x 4 inches	(Financial section only)

NOTE: Standard-page ads beyond the depth of 20" will be billed at the full-page depth of 21.5".

NEWSPAPER AD GUIDELINES

Prior to submitting any ads to The San Diego Union-Tribune, please call your account manager for space reservation and to receive an individual ad number for each ad.

■ Delivering Materials

There are a variety of ways to deliver ads to The San Diego Union-Tribune.

Send your ads online via AdDesk

AdDesk is a free service that allows you to send us your advertising material via the Internet. Contact your account manager for details.

■ Mechanical Specifications

- 85- through 100-line screen required.
- Screened area should be between 20% and 80%.
- Please note that there is a 35% dot gain on press.
- Reverses: Solid reverses must be screened to 80% tone if they occupy more than 30% of the ad on ads 10 column inches or larger.
- **Maximum total screen density is 220%**, includes Under Color Removal (UCR) with only one solid. Two secondary colors should not exceed 70%; 80% for any single color not intended to print solid.
- **Reverse type** is acceptable, but should not be less than 14-point sans serif.
- **Overprint type** only into areas having tint values of 30% or less. When black type is on a screened or color background, the type should overprint without a knockout.
- **Questions** regarding color advertising specifications contact your account manager.

For complete ad sizes and specifications, please visit:

mediakit.sandiegouniontribune.com