



New Format & Sizes Debut Sunday, Oct. 4th

We are excited to announce a number of design changes that will improve our product and make doing business with us easier. Beginning Sunday, October 4th The Virginian-Pilot will reduce the width of the newspaper by one inch to 11.5" wide from 12.5" wide.

We are also converting the format of the paper to six columns throughout. This new format will standardize ad sizes and will simplify the production process. Many papers around the nation are using this format with positive reviews and it will also help us eliminate newsprint waste.

Your message will still reach the same audience of nearly 400,000 South Hampton Roads adults daily.

How to Interpret Ad Sizes

A 2 col. x 2.5" ad is read as 2 column inches wide by 2.5 inches high and is said to be a 5 total inch ad. A broadsheet full page ad is 6 column inches wide and 21 1/2 inches high and is said to be a 129" ad (6 col. x 21.5").

A tab full page ad is 63" total (6 col. X 10.5").

NOTE: A column inch is not an actual inch (see dimensions on right). There are 6 columns across on all standard retail and classified broadsheets and tabloid pages.

COL	DECIMAL
1 col.	1.63"
2 col.	3.38"
3 col.	5.13"
4 col.	6.88"
5 col.	8.63"
6 col.	10.38"

NOTE: 5 column ads are not accepted in the city tabs.

2 x 2.5
(2 columns x 2.5 inches)

actual ad size

Retail Broadsheet and Tabloid Ad Sizes

BROADSHEET

Maximum Broadsheet Size:
6 col. x 21 1/2" (10.38" x 21.5")
Doubletruck Broadsheet Size:
12 col. x 21 1/2" (21.77" x 21.5") plus gutter, for a total billed size of 279.5"

TABLOID

Maximum Tabloid Size:
6 col. x 10 1/2" (10.38" x 10.5")
Doubletruck Tabloid Size:
12 col. x 10 1/2" (21.77" x 10.5") plus gutter, for a total billed size of 136.5"



Classified Broadsheet and Tabloid Ad Sizes

BROADSHEET

Maximum Broadsheet Size:
1806 lines: 6 col. x 301 agate lines (10.38" x 21.5")
Doubletruck Broadsheet Size:
258" or 3612 lines 12 col. x 301 lines (21.77" x 21.5") plus gutter, for a total billed size of 3,913 lines or 279.5"

TABLOID

Maximum Tabloid Size:
882 lines: 6 col. x 147 agate lines (10.38" x 10.5")
Doubletruck Tabloid Size:
1764 lines 12 col. x 147 lines (21.77"x10.5") plus gutter, for a total billed size of 1,911 lines or 136.5"



Pre-printed Insert Specifications

- Card: Up to 10.5" x 10.5"; .007 mil. Minimum
- Tab: Up to 10.5" x 10.5"; 4 page tabs must be on 40 lb. paper or quarter folded

- Standard: Over 10.5" x 10.5"
- Largest folded size: 10.5" x 10.5"
- Pre-prints larger than 10.5" x 10.5" must be quarter folded.
- Smallest Accepted size: 3.5" x 6", multiple pages only.

The Virginian-Pilot

Actual Ad Sizes

Examples for
Retail, Classified & Tabs

(effective October 4, 2009)

3 col. x 10 inch

(example for full run)

3 col. x 2.5 inch

**2 col.
X**

7 inch

(example for full run)

2 col. x 5 inch

Modular Sizes Available in

Tab Sections:

6 col. x 10.5"

6 col. x 5"

3 col. x 10.5"

3 col. x 5"

3 col. x 2.5"

2 col. x 10.5"

2 col. x 5"

2 col. x 2.5"

1 col.

X

2 inch

(example for full run)

2 col. x 2.5 inch

NOTE: Retail and classified broadsheets
and tabloid pages are 6 columns across.

*Screen views of this page vary so please
print out for accurate representation.