

# CREATIVE SERVICES MECHANICAL REQUIREMENTS

Revised 06/2008

## BROADSHEET MODULAR SIZES

<b>1 column width</b> .....	<b>1.64"</b>
1 column x 1"	
1 column x 2"	
1 column x 3.5"	
1 column x 5.25"	
1 column x 7"	
1 column x 10.5"	
1 column x 14"	
1 column x 15.75"	
1 column x 21.5"	
<b>2 column width</b> .....	<b>3.39"</b>
2 columns x 2"	
2 column x 3.5"	
2 column x 4"	
2 column x 5.25"	
2 column x 7"	
2 column x 10.5"	
2 column x 14"	
2 column x 15.75"	
2 column x 18"	
2 column x 21.5"	
<b>3 column width</b> .....	<b>5.14"</b>
3 column x 3.5"	
3 column x 4"	
3 column x 5.25"	
3 column x 7"	
3 column x 10.5"	
3 column x 14"	
3 column x 15.75"	
3 column x 21.5"	
<b>4 column width</b> .....	<b>6.88"</b>
4 column x 4"	
4 column x 5.25"	
4 column x 7"	
4 column x 10.5"	
4 column x 14"	
4 column x 15.75"	
4 column x 21.5"	
<b>5 column width</b> .....	<b>8.63"</b>
5 column x 14"	
5 column x 15.75"	
5 column x 18"	
5 column x 21.5"	
<b>6 column width</b> .....	<b>10.38"</b>
6 column x 3.5"	
6 column x 5.25"	
6 column x 7"	
6 column x 10.5"	
6 column x 14"	
6 column x 15.75"	
6 column x 18"	
6 column x 21.5" (full page)	

## CLASSIFIED SIZES

Full page broad sheet Class (9 columns):  
231 lines per column  
2079 lines for full 9 column page

Calculation was done with an image area of 21" in height. removed 1/2" from standard 21.5" to compensate for folio, mini banner, etc.

## CLASSIFIED SIZES

<b>1 column width</b> .....	<b>1.09"</b>
1 column x 2", 28 lines	
1 column x 3", 42 lines	
1 column x 4", 56 lines	
1 column x 5.25", 73.5 lines	
<b>2 column width</b> .....	<b>2.22"</b>
2 column x 2", 56 lines	
2 column x 3.5", 98 lines	
2 column x 4", 112 lines	
2 column x 5.25", 147 lines	
2 column x 7", 196 lines	
2 column x 10.5", 294 lines	
2 column x 21.5", 602 lines	
<b>3 column width</b> .....	<b>3.38"</b>
3 column x 3.5", 147 lines	
3 column x 4", 168 lines	
3 column x 5.25", 220.5 lines	
3 column x 15.75", 661.5 lines	
3 column x 21.5", 903 lines	
<b>4 column width</b> .....	<b>4.53"</b>
4 column x 4", 224 lines	
4 column x 6", 336 lines	
4 column x 10.5", 588 lines	
<b>5 column width</b> .....	<b>5.69"</b>
5 column x 5.25", 367.5 lines	
5 column x 10.5", 735 lines	
5 column x 14", 980 lines	
5 column x 21.5", 1505 lines	
<b>6 column width</b> .....	<b>6.84"</b>
6 column x 10.5", 882 lines	
<b>7 column width</b> .....	<b>8"</b>
7 column x 15", 1470 lines	
7 column x 15.75", 1543.5 lines	
7 column x 21.5", 2107 lines	
<b>8 column width</b> .....	<b>9.13"</b>
8 column x 10.5", 1176 lines	
8 column x 15.75", 1764 lines	
8 column x 21.5", 2408 lines	
<b>10 column width</b> .....	<b>11.5"</b>
10 column x 3.5", 490 lines	
10 column x 5.25", 735 lines	
10 column x 7", 980 lines	
10 column x 10.5", 1470 lines	
10 column x 15.75", 2205 lines	
10 column x 18", 2520 lines	
10 column x 21.5" Full Page Class., 3010 lines	

## TABLOID MODULAR SIZES

<b>Full Page</b> .....	<b>10.0" x 10.25"</b>
<b>Half Page Vertical</b> .....	<b>4.94" x 10.25"</b>
<b>Half Page Horizontal</b> .....	<b>10.0" x 5.125"</b>
<b>Quarter Page Vertical</b> .....	<b>2.44" x 10.25"</b>
<b>Quarter Page Horizontal</b> .....	<b>4.94" x 5.125"</b>
<b>Eighth Page Vertical</b> .....	<b>2.44" x 5.125"</b>
<b>Eighth Page Horizontal</b> .....	<b>4.94" x 2.5625"</b>
<b>Sixteenth Page Vertical</b> .....	<b>2.44" x 2.5625"</b>
<b>Thirty Second Page Vert.</b> .....	<b>2.44" x 1.2813"</b>

## Tabloid Custom 4 Column Widths:

<b>1 Column</b> .....	<b>2.44"</b>
<b>2 Column</b> .....	<b>4.94"</b>
<b>3 Column</b> .....	<b>7.5"</b>
<b>4 column</b> .....	<b>10.0"</b>

**Full Page Tab** .....

**D/T Tab** .....

**Tab Gutter** .....

## TABLOID CLASSIFIED SIZES

Tabloid - full page 9 column class:

112.75 lines per column

1014.75 for full 9 column page

Calculation was done with an image area of 10.25" in height. removed 1/4" from standard 10.5" to compensate for folio, mini banner, etc.

**1 column width** .....

1 column x 2", 28 lines

1 column x 3", 42 lines

1 column x 3.5", 49 lines

1 column x 4", 56 lines

1 column x 5.25", 73.5 lines

**2 column width** .....

2 column x 2", 56 lines

2 column x 3.5", 98 lines

2 column x 4", 112 lines

2 column x 5.25", 147 lines

2 column x 5.75", 161 lines

2 column x 7", 196 lines

2 column x 8", 224 lines

2 column x 11.5", 322 lines

**3 column width** .....

3 column x 3.5", 147 lines

3 column x 4", 168 lines

**4 column width** .....

4 column x 4", 224 lines

4 column x 5.25", 294 lines

4 column x 5.75", 322 lines

4 column x 6", 336 lines

4 column x 7", 392 lines

4 column x 11.5", 196 lines

**5 column width** .....

5 column x 5.25", 367.5 lines

**6 column width** .....

6 column x 5.25", 441 lines

6 column x 5.75", 483 lines

6 column x 7", 588 lines

6 column x 8", 672 lines

6 column x 11.5", 966 lines

**8 column width** .....

8 column x 3.5", 392 lines

8 column x 5.25", 588 lines

8 column x 5.75", 644 lines

8 column x 7", 784 lines

8 column x 8", 896 lines

8 column x 11.5", Full Pg. Class. Tab, 1288 lines

# CREATIVE SERVICES MECHANICAL REQUIREMENTS page 2

## BROADSHEET DOUBLE TRUCK

21.84 x 21.5"

Gutter between two full page broadsheets on a 46" plate: .8416

## TAB DOUBLE TRUCK

Image Area: .....21.5" x 10.25"

Tab Gutter .....1.5"

## TAB COVER

**10.0" x 10.25"**

## FLY SHEET 4/4 PROCESS COLOR

23.75 x 21.5"

## STRIP AD

ROP Broadsheet .....10.38" x 3"

## FRONT PAGE & FRONT SECTION COUPON

Front Page (A-1, Register) . . .3" x 1.5"

Front Section (Register) . . .2.83" x 1.625"

Front Section (Community) .2.37" x 2"

## AUTO FOCUS

Cover ad .....7.3125" x 7.6875"

Full page .....7.4375" x 9.75"

Double truck .....15" x 9.75"

## TV MAGAZINE(column widths)

1 column .....1.5"

2 columns .....3.125"

3 columns .....4.75"

4 columns .....6.375"

5 columns .....8"

Image Area .....8" x 10.25"

Trim page.....8.5" x 10.5"

Bleed page .....8.875" x 11.125"

(Inside Back Page-No Bleeds)

Double Truck Image Area . . .16.5" x 10"

## TV Magazine - Modular Sizes

One TV Register column inch = 1.5 inches

1/4 page .....2c (3.125) x 5"

1/2 page .....4c (6.375") x 5"

Full page .....5c (8") x 10"

## TV Mag Belly Band (100 LPI Maximum)

Bleed Overall Size: .....14" w x 3.75" h

Final Size: folded & trimmed to

.....8.5" w x 3.5" h (front) x 5" w (back)

## Non-Bleed:

Front (live) .....7.75" w x 2.75" h

Back (live) .....4.25" w x 2.75" h

## Full Bleed:

Bleed Image Area .....14" w x 3.75" h

Type/Image Area .....13.5" w x 2.75" h

Bleeds must be common color background top and bottom. No type within 3/8" of top, bottom or sides of bleeds.

## LARGE FLEXI - LVL!, Ahoy!, Hawaii Live!

**Cover 120 LPI      Inside Pages 85 LPI**

Quarter page .....4.375" x 5.625"

Half page vertical .....4.375" x 11.5"

Half page horizontal .....9" x 5.625"

Full page (live) .....9" x 11.5"

Full page (trim) .....10" x 12.5"

Full page (bleed) .....11" x 13.5"

Double Truck (live) .....19" x 11.5"

Double Truck (trim) .....20" x 12.5"

Double Truck (bleed) .....21" x 13.5"

Insert (live) .....16" x 10"

Insert (trim) .....17" x 10-1/2"

Insert (bleed) .....18" x 11"

## STD. FLEXI - Community Sections

**Gloss pgs. 133 LPI      Inside Pgs. 85 LPI**

Eighth page .....3.5" x 2.25"

Quarter page .....3.5" x 4.625"

Half page vertical .....3.5" x 9-1/2"

Half page horizontal .....7.25" x 4.625"

Full page (Live) .....7.25" x 9.5"

Full page (Trim) .....8.25" x 10.5"

Full page (Bleed) .....8.75" x 11"

Double truck (Live) .....15.5" x 9.5"

Double truck (Trim) .....16.5" x 10.5"

Double truck (Bleed) .....17" x 11"

## MINI FLEXI - Shop LA Habra

**Gloss pgs. 133 LPI      Inside Pgs. 85 LPI**

Eighth page horizontal .....5.5" x 1.125"

Eighth page vertical .....2.75" x 2.25"

Quarter page horizontal .....5.5" x 2.25"

Quarter page vertical .....2.75" x 4.5"

Half page .....5.5" x 4.5

Full page (Live) .....5.5" x 9.5"

Full page (Trim) .....6.5" x 10.5"

Full page (Bleed) .....7" x 11"

## OC SAVER THIS WEEK (WRAP)

Front/Back Cover (image) . .9.25" x 8.5"

Inside Page (image) .....9.25" x 8.5"

Inside Double Truck .....19.5" x 8.5"

Ear (image) .....4.5" x 2"

4 color, 150 linescreen, non-bleed

Coupons must be positioned on right side of ad.

## OC SAVER THIS WEEK GLOSS INSERTS

OC SAVER THIS WEEK GLOSS

INSERTS

OVERSIZE 10 (Full Sheet)

Trim Size - 10" x 12.5" . . . . .

Image Size - 9.5" x 12"

OVERSIZE Half Sheet

Trim - 6.25" x 10" . . . . .

Image Size - 5.75" x 9.5"

(Can be designed vertically or horizontally)

SUPERSIZE (Oversize Full Sheet)

Trim Size - 11.5" x 11.75" . . . . .

Image Size - 11" x 11.25"

SUPERSIZE (Half Sheet)

Trim Size - 5.875" x 11.5" . . . . .

Image Size - 5.375" x 11"

4 color / 150 line screen

## OC SAVER (COUPONS/BOOKLET)

Bleed .....8.5" w x 10.25" h

Trim .....8" w x 9.75" h

Live Image Non-Bleed. ....7.5" w x 8.875" h

Live Image Bleed. ....7.5" w x 9.25" h

Front Cover Ad .....7.5" w x 3" h

Back Page Ad- Must Bleed 3 sides, top,

right, left .....8.5" x 7.75"

Half page .....7.25" x 4.31"

Quarter page .....3.5" x 4.31"

## OC EXCLUSIVE

Front & back cover .....9.75" x 10.25"

Full page .....9.75" x 11.75"

Half page .....9.75" x 5.75"

## GLOSSY COVERED TAB (HOW-TO-GUIDE)

Live / Image: .....9.5" x 11.5"

Trim: .....10" x 12.5"

Bleed: .....11" x 13.5"

\*Gloss only

# CREATIVE SERVICES MECHANICAL REQUIREMENTS page 3

## Fantastic Flyer Inserts/We Prints

Half Sheet (live) . . . . .	8" x 5"
Half Sheet (trim) . . . . .	8.5" x 5.5"
Full Sheet (live) . . . . .	8" x 10.5"
Full Sheet (trim) . . . . .	8.5" x 11"
Double Sheet . . . . .	11" x 17"

## FANTASTIC FLYER WRAP/THURSDAYS

Front Cover . . . . .	10" x 10.75"
Inside Front . . . . .	10" x 12"
Inside Back . . . . .	10" x 12"
Back Cover . . . . .	10" x 12"

(No bleeds, all pages)

## HOME & STYLE

Front Cover . . . . .	9.75" x 10.25"
Full page ad. . . . .	9.75" x 11.75"
Half page ad . . . . .	9.75" x 5.75"
Back Cover . . . . .	9.75" x 10.25"

(No bleeds, all pages)

## FRONT PAGE ADVERTISING NOTES

Post It Note . . . . .	3" x 3"
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## WEB BANNERS, ETC. (P = PIXELS)

Skyscraper . . . . .	120p x 600p
Skyscraper wide . . . . .	160p x 600p
Leaderboard . . . . .	728p x 90p
Rectangle . . . . .	330p x 250p
Splash page (static) . . . . .	984p x ?

(800p is a good depth, however, can be made any depth. Just keep in mind that people generally do not like to scroll beneath the fold.)

## VENDOR TAB ADS

Vendor Tabs (R 46 Mod Tab)	
Full Page . . . . .	10" x 10.25"
1/2-Page Horizontal . . . . .	10" x 5.125"
1/2-Page Vertical . . . . .	4.94" x 10.25"
1/4-Page Horizontal . . . . .	4.94" x 5.125"
1/4-Page Vertical . . . . .	2.44" x 10.25"
1/8-Page Horizontal . . . . .	4.94" x 2.5625"
1/8-Page Vertical . . . . .	2.44" x 5.125"
1/16-Page Vertical . . . . .	2.44" x 2.5625"
1/32-Page Vertical . . . . .	2.44" x 1.2813"
DT w/Gutter . . . . .	21.5" x 10.25"

Magazine sizes are on a separate page in the back of this document.