

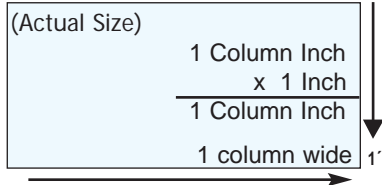
2007 Pre-Press Specifications

effective June 12, 2007

RETAIL MECHANICALS

Ad Sizes & Specifications

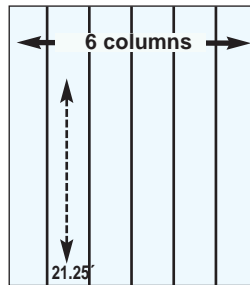
Retail ad space is sold by column inch. Simply multiply the number of columns in your ad by the height in inches to figure your ad size.



1 retail column = 1.778"

Retail Broadsheet Sizes

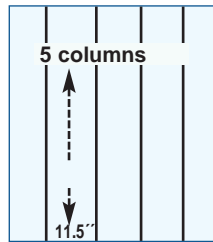
Columns	Inches Wide	Picas
1	1.778"	10 p8
2	3.722"	22 p4
3	5.667"	34 p0
4	7.611"	45 p8
5	9.556"	57 p4
6	11.50"	69 p0



Broadsheet ads deeper than 18" will be billed at the full depth of 21.25".

Tabloid Sizes

Columns	Inches Wide	Picas
1	1.778"	10 p8
2	3.722"	22 p4
3	5.667"	34 p0
4	7.611"	45 p8
5	9.556"	57 p4



Tabloid ads deeper than 10" will be billed at the full depth of 11.5".

Our weekly feature sections that are Tabloid size are Neighbors, Weekend, Wellbeing

Modular Tabloid

	Inches Wide	Picas
Full Page	9.556" x 11.5"	57p4 x 69p
1/2 Vertical	4.729" x 11.5"	28p4.5 x 69p
1/2 Horizontal	9.556" x 5.667"	57p4 x 34p
1/4 Vertical	2.281" x 11.5"	13p8.25 x 69p
1/4 Horizontal	4.729" x 5.667"	28p4.5 x 34p
1/8 Vertical	2.281" x 5.667"	13p8.25 x 34p
1/8 Horizontal	4.729" x 2.75"	28p4.5 x 16p6

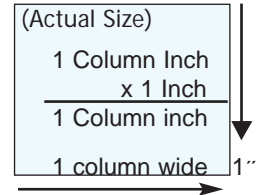
**BRADENTON
HERALD**
Manatee County's Newspaper since 1922

941-748-0411

CLASSIFIED MECHANICALS

Ad Sizes & Specifications

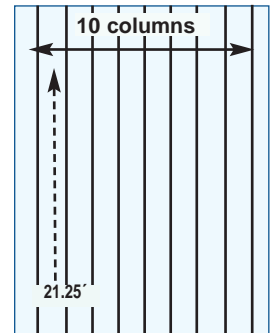
Classified display space is sold by column inch. Simply multiply the number of columns in your ad by the height in inches to figure your ad size.



1 classified column = 1.112"

Classified Broadsheet Sizes

Columns	Inches Wide	Picas
1	1.112"	6 p8.1
2	2.267"	13 p7.2
3	3.421"	20 p6.3
4	4.575"	27 p5.4
5	5.729"	34 p4.5
6	6.883"	41 p3.6
7	8.037"	48 p2.7
8	9.192"	55 p1.8
9	10.346"	62 p9
10	11.50"	69 p0



Broadsheet ads deeper than 18" will be billed at the full depth of 21.25".

Retail Display Deadlines

Publication Day	Space, Copy & Electronic Deadline
Sunday	Thursday, 5:00pm
Monday	Friday, Noon
Tuesday	Friday, 5:00pm
Wednesday	Monday, 5:00pm
Thursday	Tuesday, 5:00pm
Friday	Wednesday, 5:00pm
Saturday	Thursday, 5:00pm

Additional Retail Sections

Publication Day	Space, Copy & Electronic Deadline
Sunday, A&E/Travel	Wednesday, 5:00pm
Sunday, TV Plus	Friday, 5:00pm
Sunday, Business	Thursday, 3:00pm
Tuesday, Neighbors	Thursday, 3:00pm
Wednesday, Taste	Monday, 5:00pm
Thursday, Weekly	Thursday, Noon
Thursday, Weekend	Monday, 11:00am
Saturday, Real Estate	Wednesday, 4:00pm
Saturday, Wellbeing	Tuesday, 5:00pm

Classified Display Deadlines

Publication Day	Space, Copy & Electronic Deadline
Sunday	Thursday, 5:00pm
Sunday, House and Home	Tuesday, 3:00pm
Monday	Friday, Noon
Tuesday	Friday, 5:00pm
Wednesday	Monday, 5:00pm
Tuesday, Neighbors	Thursday, 3:00pm
Friday	Wednesday, 5:00pm
Saturday	Thursday, 1:00pm

Materials requiring a proof must be scheduled 24 hours prior to above deadlines.

revised June 7, 2007