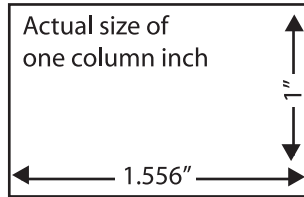


RETAIL AND CLASSIFIED MECHANICALS

AD SIZES & SPECIFICATIONS

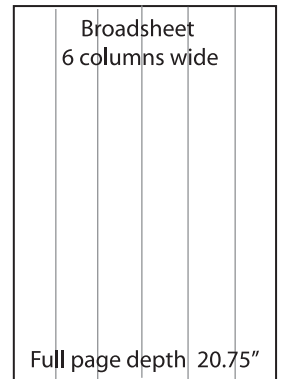
All Display ad space whether retail or classified is sold by the column inch. Simply multiply the number of columns wide of your ad by the height in inches to figure the ad size. Both retail and classified sections of the paper are 6-columns wide.

One retail or classified column width = 1.556"



RETAIL AND CLASSIFIED BROADSHEET COLUMN SIZES

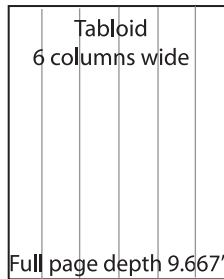
Columns	Inches Wide	Picas
1	1.556"	9p4
2	3.222"	19p4
3	4.889"	29p4
4	6.556"	39p4
5	8.222"	49p4
6	9.889"	59p4



Full Page: 9.889" x 20.75" or 59p4 x 124p6 • Double Truck: 20.75" x 20.75" or 124p6 x 124p6
Broadsheet ads deeper than 18" will be billed at the full depth of 20.75"

RETAIL TABLOID SIZES

Columns	Inches Wide	Picas
1	1.556"	9p4
2	3.222"	19p4
3	4.889"	29p4
4	6.556"	39p4
5	8.222"	49p4
6	9.889"	59p4



Full Page: 9.889" x 9.667" or 59p4 x 58p
Double Truck: 21" x 9.667" or 126p x 58p

Tabloid ads deeper than 8" will be billed at the full depth of 9.667"
Our weekly feature Section *WEEKEND* is tabloid size

MODULAR TABLOID SIZES

Modular	Size in Inches or Picas	
Full Page	9.889" x 9.667"	59 p4 x 58p
2/3 Vertical	6.556" x 9.667"	39p4 x 58p
Half Vertical	4.889" x 9.667"	29 p4 x 58p
Half Horizontal	9.889" x 4.883"	59 p4 x 29p
1/4 Vertical	4.889" x 4.883"	29 p4 x 29p
1/4 Horizontal	9.889" x 2.417"	59 p4 x 14p6
1/8 Horizontal	4.889" x 2.417"	29 p4 x 14p6
1/12 Horizontal	3.222" x 2.417"	19 p4 x 14p6

Our weekly feature Section *REAL ESTATE* is modular tabloid size

RETAIL DISPLAY PROOF DEADLINES

Publication Day	Space, Copy & Electronic Ad Deadline
Sunday	Wednesday, 5:00pm
Monday	Thursday, 12:00pm
Tuesday	Thursday, 5:00pm
Wednesday	Friday, 5:00pm
Thursday	Monday, 5:00pm
Friday	Tuesday, 5:00pm
Saturday	Wednesday, 5:00pm

Retail Sections	Space, Copy & Electronic Ad Deadline
Sunday A&E/Travel	Tuesday, 5:00pm
Sunday TV Plus	Thursday, 5:00pm
Tuesday Health & Fitness	Thursday, 5:00pm
Wednesday Taste	Friday, 5:00pm
Wednesday Shopper	Friday, Noon
Thursday Weekend	Friday, 11:00am
Friday Neighbors	Tuesday, 5:00pm
Saturday Faith & Values	Monday, 5:00pm

CLASSIFIED DISPLAY PROOF DEADLINES

Publication Day	Space, Copy & Electronic Ad Deadline
Sunday	Wednesday, 4:00pm
Sunday Real Estate	Wednesday, 4:00pm
Monday	Thursday, 12:00pm
Tuesday	Thursday, 4:00pm
Wednesday	Friday, 4:00pm
Thursday	Monday, 4:00pm
Friday	Tuesday, 4:00pm
Saturday	Wednesday, 1:00pm
Saturday Real Estate	Tuesday, 4:00pm