

Hearst Media Services Mechanicals

REGULAR COLUMNS

Columns	Picas / Points	Inches
1	10 / 120	1.667
2	20.9 / 249	3.458
3	31.6 / 378	5.250
4	42.3 / 507	7.042
5	53 / 636	8.833
6	63.9 / 765	10.625

TABLOID COLUMNS

Page	Inches
Full Page	9.25 x 10.5 4 Col.
Half Page Hor.	9.25 x 5.1 4 Col.
Half Page Ver	4.5 x 10.5 2 Col.
Quarter Page	4.5 x 5.1 2 Col.
1/8th Page	4.5 x 2.4375 2 Col.

INSIDE BUSINESS

Page	Inches
Full Page	7.75 x 10.125 6 Col.
Two-thirds page	5.125 x 10.125 4 Col.
Half-page Vertical	3.75 x 10.125 3 Col.
Half-page Horizontal	7.75 x 5 6 Col.
One-third page Vertical	2.47 x 10.125 2 Col.
One-third page Horizontal	5.125 x 5 4 Col.
One-quarter page	3.75 x 5 3 Col.
One-sixth page Vertical	2.47 x 5 2 Col.
One-sixth page Horizontal	5.125 x 2.4375 4 Col.
One-twelfth page	2.47 x 2.4375 2 Col.

HEALTHY LIFE MAGAZINE

Page	Inches
Full Page	
Live Area	8.5 x 10.375
Trim Size	9 x 10.875
Bleed	9.25 x 11.125
Half-page Vertical	4.1875 x 10.375
Half-page Horizontal	8.5 x 5.125
Quarter Page	4.1875 x 5.125

PLEASE REMEMBER ALL
IMAGES FOR MAGAZINE ADS
MUST BE 300 DPI.

YOUR TOWN EDITIONS

Page	Inches
Full Page	7.25 x 9.75
Half Page Horizontal	7.25 x 4.75
Half Page Vertical	3.5 x 9.75
Quarter Page	3.5 x 4.75
1/8th Page	3.5 x 2.25

GO

Page	Inches
Full Page	9.25 x 10.5 5 Col.
Half Page Horizontal	9.25 x 5.1 5 Col.
Half Page Vertical	5.472 x 10.5 3 Col.
Quarter Page	5.472 x 5.1 3 Col.
1/8 Page	5.472 x 2.63 3 Col.
2 Col x 5	3.597 x 5 2 Col.

REVISED 1/13/12

ROP & CLASSIFIED DEPTH
LIVE AREA IS 20"

Note: There is no true fraction number
for some of the column widths.
We have rounded down to the closest
fraction number.

DECIMAL EQUIVALENTS

1/16	=	0.0625
1/8	=	.125
3/16	=	.1875
1/4	=	.25
5/16	=	.312
3/8	=	.375
7/16	=	.4375
1/2	=	.50
9/16	=	.562
5/8	=	.625
11/16	=	.6875
3/4	=	.75
13/16	=	.8125
7/8	=	.875
15/16	=	.9375

HEARST *media services*

The News-Times, Connecticut Post, The Advocate, Greenwich Time,
Brooks Community Newspapers, The Greater New Milford Spectrum