



# GATEFOLD ADS

A premium position in which an advertisement is printed on a half sheet which folds over the front of the newspaper. The Gatefold will open similar to a gate to reveal the back side of the advertiser's message as well as the first page of the newspaper.

Front & back are booked as 3 columns (5.25") x 20", but are to be designed as 5" x 20". The "front" is color while the "back" is black and white. **Position the front panel ad** to the left of a 5.25" x 20" document so there is an open .25" of white space on the right. **Position the back panel ad** to the right of a 5.25" x 20" document so there is an open .25" of white space on the left.

Note: Advertisements will be reduced to fit the live area. Images below are for press ready positioning and design purposes.





# SPADEA ADS

A Spadea or Spadia (also "Spadea fold") is a separately printed, unbound broadsheet that is folded around a newspaper or other periodical, or around one of its sections, appearing as a partial page or flap over the front and back.

Front & back are booked as 3 columns (5.25") x 20", but are to be designed as 5" x 20". DO NOT set the ad to fit into the space ordered. **Position the back panel ad** to the left of a 5.25" x 20" document so there is an open .25" of white space on the right. **Position the front panel ad** to the right of a 5.25" x 20" document so there is an open .25" of white space on the left.



Note: Advertisements will be reduced to fit the live area. Images below are for press ready positioning and design purposes.

Back

Front

5" live area

5" live area

10.625"

Inside or Center

20"

10.625"

Inside or center is booked as B/W, 6 columns x 20". The live area is 10.625" x 20".