



# BROADSHEET

## SPEC

## SHEET

Postmedia offers a wide variety of modular ad formats for premium exposure of advertiser messaging across our broadsheet publications.



# BROADSHEET - MODULAR AD SIZES

## NATIONAL

National Post  
Financial Post

## ALBERTA

Calgary Herald  
Edmonton Journal

## BRITISH COLUMBIA

Vancouver Sun

## MANITOBA

Winnipeg Sun

## NEW BRUNSWICK

Kings County Record  
Telegraph-Journal  
The Bargain Hunter  
The Daily Gleaner

The Northern Light  
The Tribune  
Times & Transcript

## NEWFOUNDLAND

The Newfoundland Wire  
The Telegram

## PRINCE EDWARD ISLAND

Journal Pioneer  
The Guardian

## NOVA SCOTIA

Annapolis Valley Register  
Cape Breton Post  
New Glasgow News  
South Shore Breaker  
The Casket

The Chronicle Herald  
The Tri-County Vanguard  
The Valley Wire  
Truro News  
Valley Journal Advertiser

## ONTARIO

Belleville Intelligencer  
Brantford Expositor  
Brockville Recorder & Times  
Chatham Daily News  
Cornwall Standard Freeholder  
Kingston Whig Standard  
Kirkland Lake Northern News This Week  
The London Free Press  
North Bay Nugget  
Norfolk & Tilsonburg News

Ottawa Citizen  
Owen Sound Sun Times  
Sarnia Observer  
Sault Ste. Marie Sault Star  
Sault This Week  
Simcoe Reformer  
Stratford Beacon Herald  
Sudbury Star  
Timmins Daily Press  
Windsor Star  
Woodstock Sentinel-Review

## QUÉBEC

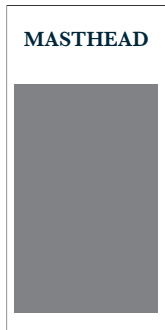
Montreal Gazette

## SASKATCHEWAN

Regina Leader-Post  
Saskatoon StarPhoenix

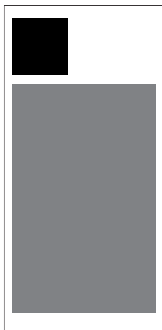
## TAKE OWNERSHIP - WRAP

COMMUNITY +  
THE GAZETTE  
COVER



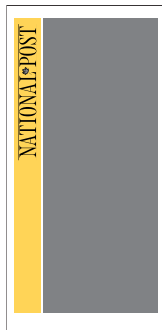
10.34"w x 16.57"h

URBAN  
COVER

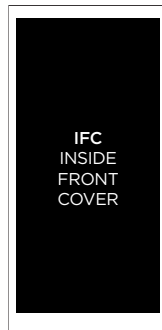


10.34"w x 16.57"h

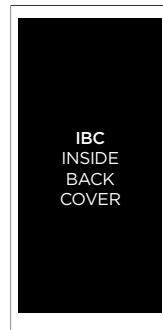
NATIONAL POST &  
FINANCIAL POST  
COVER



8.59"w x 20.5"h



10.34"w x 20.5"h



10.34"w x 20.5"h



10.34"w x 20.5"h

- Wraps can be:  
**Cover + IFC or Cover + OBC + IFC + IBC**
- Date is based on availability
- All material for front cover and outside back cover must be pre-approved by the publisher prior to sale

- Last-minute client wrap cancellations are not accepted. Cancellations must be made at least one week prior to ad approval deadlines.
- In cases of breaking news or major events, wraps may be subject to cancellation by the publisher and Editor-in-Chief.

## IN THE SPOTLIGHT

DOUBLE  
PAGE



21.857"w X  
20.5"h

FULL  
PAGE



10.34"w X  
20.5"h

1/2 PAGE  
DPS



21.857"w X  
10.214"h

7/10  
HORIZONTAL



10.34" w X  
14.285" h

3/5  
VERTICAL



6.144" w X  
20.5" h

## GET RESULTS

1/2  
PAGE



10.34" w X  
10.214" h

VERTICAL  
PLUS



6.144" w X  
10.214" h

VERTICAL  
SLIM



4.046" w X  
10.214" h

1/4  
PAGE



10.34" w X  
5" h

BANNER 30



10.34" w X  
2.142" h

BANNER 40



10.34" w X  
2.857" h

TICKER



10.34" w X  
0.714" h

## FUNDAMENTALS

POSTCARD



4.046" w X  
5" h

POSTCARD  
PLUS



6.144" w X  
5" h

CUBE



4.046" w X  
4" h

BUSINESS  
CARD



4.046" w X  
1.948" h

LUG



1.948" w X  
1.948" h

SKYSCRAPER



4.046" w X  
7.14" h

TEASER



1.948" w X  
1.071" h