

# Richmond Times-Dispatch

## 48" Web Quick Factsheet

6/5/2007

### Fast Facts —

*Ad Widths are Newspaper Association of America (NAA) Compliant*

Effective Date: **June 5, 2007**

### Full Page Sizes —

Broadsheet Full Page Ad	10.88" wide x 21" tall	6 col x 21"	126.00 Total Column Inches
Tabloid Full Page Ad	9.05" wide x 10.75" tall	5 col x 10.75"	53.75 Total Column Inches

### Doubletruck Sizes —

Broadsheet Doubletruck	22.88" wide x 21" tall	12.5 col x 21"	262.50 Total Column Inches
Tabloid Centerspread	19.66" wide x 10.75 tall	10.5 col x 10.75"	112.88 Total Column Inches

### Ad Sizes —

All other sizes are sold in increments of .25"

<u>Broadsheet</u>		<u>Tabloid</u>	
1 Col	.....1.73"	1 Col	.....1.73"
2 Col	.....3.56"	2 Col	.....3.56"
3 Col	.....5.39"	3 Col	.....5.39"
4 Col	.....7.22"	4 Col	.....7.22"
5 Col	.....9.05"	5 Col	.....9.05"
6 Col	.....10.88"		