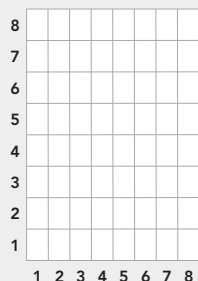


Community compact display advertising sizes

Stuff Newspapers use a modular advertising system for display (or run of paper) advertising. Advertising units are based on standard fixed sizes and shapes rather than variable columns and centimetres.

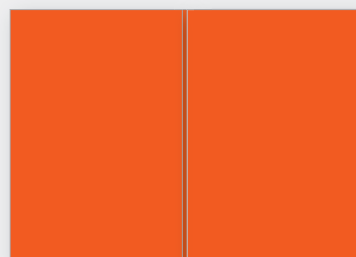
Stuff's community newspapers use an 8x8 modular advertising grid:



These include:

- The Waikato Local
- Wairarapa Midweek
- Weekend Express

The ad sizes illustrated are available in the above publications.



8x16 Double Page Spread
366mm x 531mm



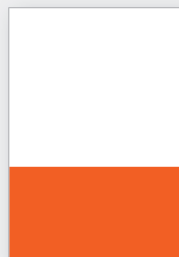
8x8 Full Page
366mm x 254mm



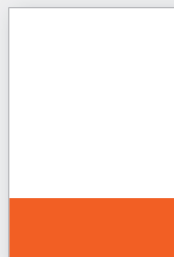
8x4 Half Page V.
366mm x 126mm



4x8 Half Page H.
182mm x 254mm



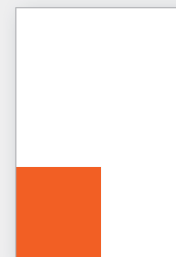
3x8
136mm x 254mm



2x8 Qtr Page H.
90mm x 254mm



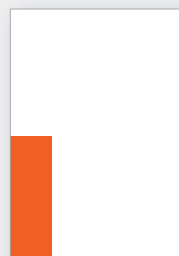
4x4 Qtr Page
182mm x 126mm



3x4
136mm x 126mm



2x4
90mm x 126mm



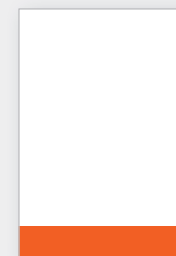
4x2
182mm x 62mm



3x2
136mm x 62mm



2x2
90mm x 62mm



FPS Front Page Solus
90mm x 254mm