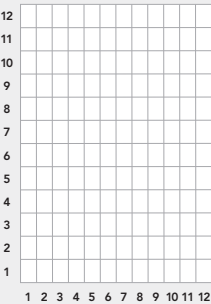


Broadsheet display advertising sizes

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.

Broadsheet sized newspapers use an 12x12 modular advertising grid:



The Weekend editions of Stuff's daily newspapers are published in a Broadsheet format.

These include:

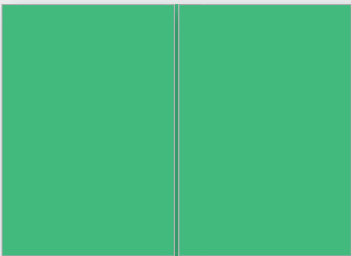
Metropolitan Newspapers

- The Post
- The Press
- Waikato Times

Regional Newspapers

- Taranaki Daily News
- Manawatu Standard
- Nelson Mail
- Timaru Herald
- Southland Times

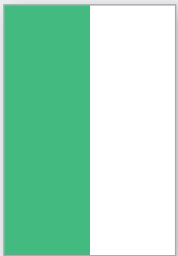
The ad sizes illustrated are available in the above publications.



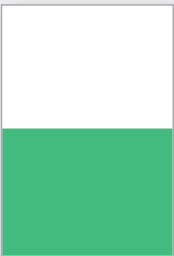
12x24 Double Page Spread*
550mm x 787mm



12x12 Full Page
550mm x 382mm



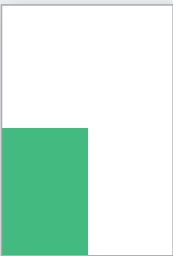
12x6 Half Page V.
550mm x 190mm



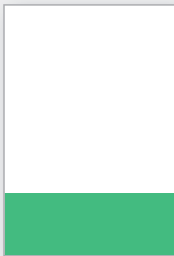
6x12 Half Page H.
274mm x 382mm



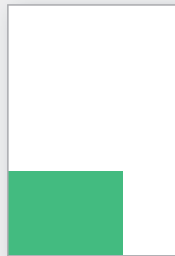
4x12 Third Page H.
182mm x 382mm



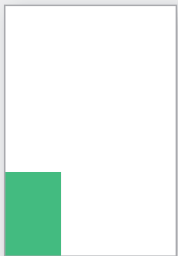
6x6 Qtr Page
274mm x 190mm



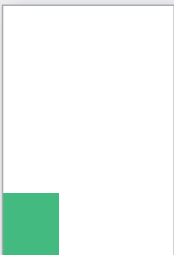
3x12 Qtr Page H.
136mm x 382mm



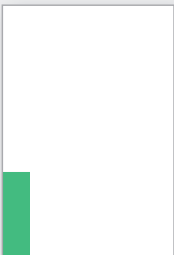
4x8
182mm x 254mm



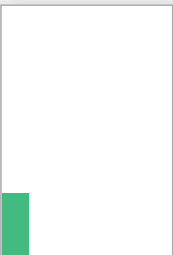
4x4
182mm x 126mm



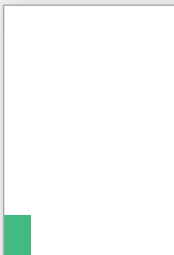
3x4
136mm x 126mm



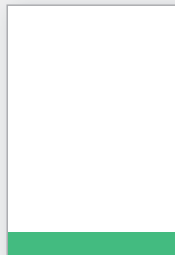
4x2
182mm x 62mm



3x2
136mm x 62mm



2x2
90mm x 62mm



FPS Front Page Solus
60mm x 360mm

Note: *A Double Page Spread can only run through the gutter on the centrespread – subject to availability at the time of booking.