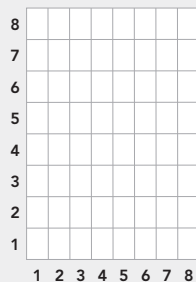


Compact display advertising sizes

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.

Compact sized newspapers use an 8x8 modular advertising grid:



The weekday editions of Stuff's daily newspapers are published in a compact format.

These include:

National Newspaper

■ Sunday Star-Times

Metropolitan Newspapers

■ The Post

■ The Press

■ Waikato Times

Regional Newspapers

■ Taranaki Daily News

■ Manawatu Standard

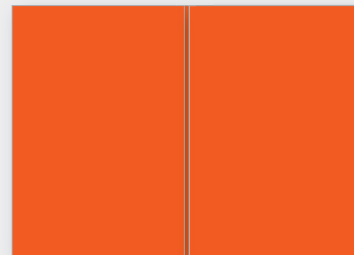
■ Wairarapa Times-Age (including Sat)

■ Nelson Mail

■ Timaru Herald

■ Southland Times

The ad sizes illustrated are available in the above publications.



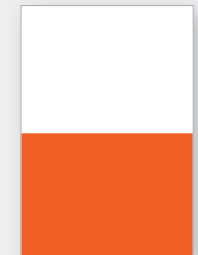
8x16 Double Page Spread
366mm x 531mm



8x8 Full Page
366mm x 254mm



8x4 Half Page V.
366mm x 126mm



4x8 Half Page H.
182mm x 254mm



3x8
136mm x 254mm



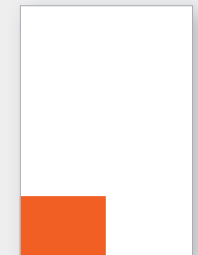
2x8 Qtr Page H.
90mm x 254mm



4x4 Qtr Page
182mm x 126mm



3x4
136mm x 126mm



2x4
90mm x 126mm



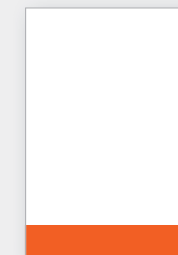
4x2
182mm x 62mm



3x2
136mm x 62mm



2x2
90mm x 62mm



FPS Front Page Solus
50mm x 254mm