

RETAIL DISPLAY

Effective: July 24, 2006 at MSP and Pioneer Press; All other products August 1, 2006

This shows our five product page sizes and the corresponding modular depths and column widths. The table lists column widths and their corresponding width in inches. It also shows the modular units and their corresponding depth in inches. Please refer to publications list for individual dimensions for each product.

See reverse side for available modular sizes

## PUBLICATIONS LIST

**A. 54 Inch Tab Products:** The Chicago Sun-Times, Naperville Sun, Lake County News-Sun, Bolingbrook Sun, Downers Grove Sun, Fox Valley Villages Sun, Fox Valley Shopping News, Glen Ellyn Sun, Homer Glen Sun, Lincoln-Way Sun, Lisle Sun, Plainfield Sun, Wheaton Sun, Batavia Sun, Geneva Sun and St. Charles Sun.

**B. 50 Inch Tab Products - Fox Valley:** Dollar\$aver (Courier News/Elgin TMC), News Sun Plus and La Luz (Waukegan TMCs), Extra (Beacon News/Aurora TMC).

**C. 50 Inch Tab Products - MSP and Post Tribune:** Penny Saver, TGIF.

**D. Pioneer Tab Products:** Pioneer Press and Doings.

**E. All Broadsheet Products:** Beacon News (Aurora), Courier News (Elgin), Herald News (Joliet), Daily Southtown, Star, Post-Tribune, Chicago Sun-Times: Travel, Homelife, Food, Show and Controversy.

### 54 Inch Tab Products - See "A" List

COLUMNS WIDE	INCHES WIDE	MODULAR UNITS	MODULAR DEPTH (in)
		0.5	0.75
1	1.5625	1	1.50
2	3.3125	1.5	2.25
3	5.0625	2	3.00
4	6.75	3	4.50
5	8.5	4	6.00
6	10.25	5	7.50
		6	9.00
		7	10.50
		8	12.00

### 50 Inch Tab Products (Fox Valley) - See "B" List

COLUMNS WIDE	INCHES WIDE	MODULAR UNITS	MODULAR DEPTH (in)
		0.5	0.60
1	1.5625	1	1.33
2	3.3125	1.5	2.00
3	5.0625	2	2.80
4	6.75	3	4.25
5	8.5	4	5.70
6	10.25	5	7.15
		6	8.60
		7	10.00
		8	11.50

### 50 Inch Tab Products (MSP and Post Tribune) - See "C" List

COLUMNS WIDE	INCHES WIDE	MODULAR UNITS	MODULAR DEPTH (in)
		0.5	0.60
1	1.5023	1	1.33
2	3.1296	1.5	2.00
3	4.7569	2	2.80
4	6.3842	3	4.25
5	8.0115	4	5.70
6	9.639	5	7.15
		6	8.60
		7	10.00
		8	11.50

### Pioneer Tab Products - See "D" List

COLUMNS WIDE	INCHES WIDE	MODULAR UNITS	MODULAR DEPTH (in)
		0.5	0.65
1	1.5	1	1.40
2	3.2	1.5	2.20
3	4.9	2	3.10
4	6.6	3	4.70
5	8.3	4	6.40
6	10	5	8.00
		6	9.70
		7	11.30
		8	13.00

### All Broadsheet Products - See "E" List

COLUMNS WIDE	INCHES WIDE	MODULAR UNITS	MODULAR DEPTH (in)
		0.5	1.25
1	1.8125	1	2.50
2	3.75	1.5	3.75
3	5.75	2	5.00
4	7.6875	3	7.75
5	9.625	4	10.50
6	11.625	5	13.00
		6	15.75
		7	18.25
		8	21.00

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## CHICAGO SUN-TIMES AD SIZES

	1 COLUMN	2 COLUMNS	3 COLUMNS	4 COLUMNS	5 COLUMNS	6 COLUMNS
TAB WIDTH	1.5625"	3.3125"	5.0625"	6.75"	8.5"	10.25"
BROADSHEET WIDTH	1.8125"	3.75"	5.75"	7.6875"	9.625"	11.625"
<b>8 MODULES</b> TAB DEPTH = 12" BROADSHEET DEPTH = 21"					N/A	
<b>7 MODULES</b> TAB DEPTH = 10.5" BROADSHEET DEPTH = 18.25"	N/A	N/A	N/A	N/A	N/A	N/A
<b>6 MODULES</b> TAB DEPTH = 9" BROADSHEET DEPTH = 15.75"					N/A	
<b>5 MODULES</b> TAB DEPTH = 7.5" BROADSHEET DEPTH = 13"					N/A	
<b>4 MODULES</b> TAB DEPTH = 6" BROADSHEET DEPTH = 10.5"					N/A	
<b>3 MODULES</b> TAB DEPTH = 4.5" BROADSHEET DEPTH = 7.75"					N/A	
<b>2 MODULES</b> TAB DEPTH = 3" BROADSHEET DEPTH = 5"					N/A	
<b>1.5 MODULES</b> TAB DEPTH = 2.25" BROADSHEET DEPTH = 3.75"					N/A	
<b>1 MODULE</b> TAB DEPTH = 1.5" BROADSHEET DEPTH = 2.5"				N/A	N/A	
<b>0.5 MODULES</b> TAB DEPTH = 0.75" BROADSHEET DEPTH = 1.25"			N/A	N/A	N/A	N/A

See reverse side for dimensions by publications