

STANDARD PRINT AD SIZES

Isthmus Print Ad Placement Guidelines & Advertising Notes

Ad placement is solely at the discretion of Isthmus Publishing Company

MINIMUM SIZE: To request placement anywhere in the paper, a minimum 1/8th-page insertion is required.

SMALLER ADS: 1/32nds and 1/48ths are placed only in Isthmus Classifieds sections. 1/12ths, 1/16ths and 1/24ths are placed in specific editorial sections: Movies & TV; Arts & Entertainment Guide; Community Calendar Guide; and Food & Drink.

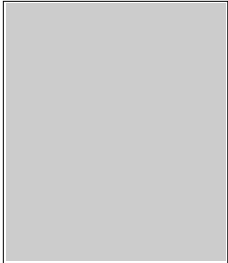
CENTERSPREAD WIDTH: 20" (120p)



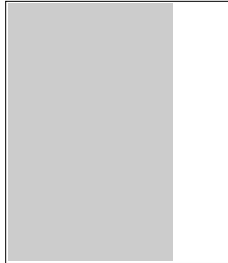
TheDailyPage.com

MADISON'S WEEKLY NEWSPAPER
101 King Street, Madison, WI 53703
Ph (608) 251-5627 • Fx (608) 251-2165

Advertising Email: ads@isthmus.com
Art Department Email: art@isthmus.com



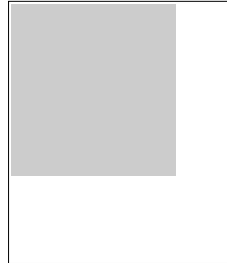
Full Pg
9.66"w X 11.125"d
(58p X 66p9)



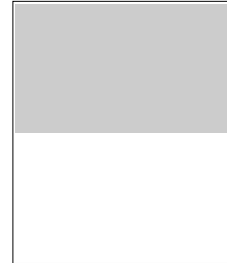
3/4 Pg
7.2"w X 11.125"d
(43p3X 66p9)



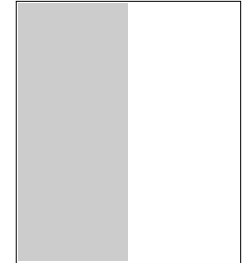
2/3 Pg
9.66"w X 7.361"d
(58p X 44p2)



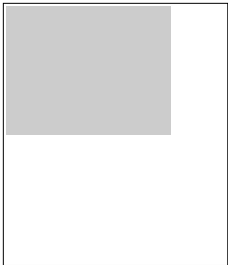
1/2 Pg Square
7.2"w X 7.361"d
(43p3 X 44p2)



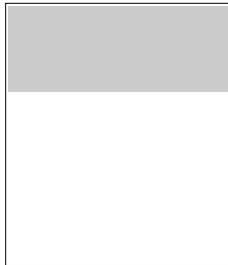
1/2 Pg Horizontal
9.66"w X 5.479"d
(58p X 32p10.5)



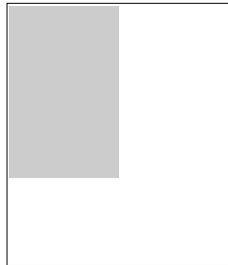
1/2 Pg Vertical
4.75"w X 11.125"d
(28p6 X 66p9)



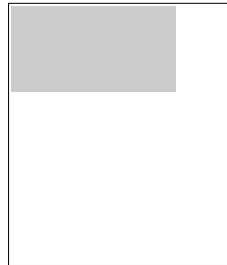
3/8 Pg
7.2"w X 5.479"d
(43p3 X 32p10.5)



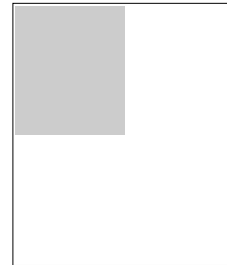
1/3 Pg Horizontal
9.66"w X 3.597"d
(58p X 21p7)



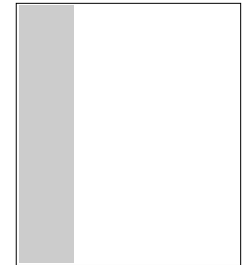
1/3 Pg Vertical
4.75"w X 7.361"d
(28p6 X 44p2)



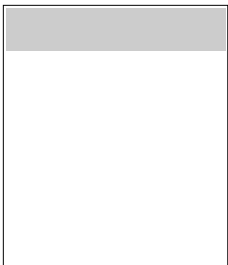
1/4 Pg Horizontal
7.2"w X 3.597"d
(43p3X 21p7)



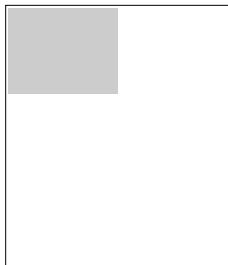
1/4 Pg Square
4.75"w X 5.479"d
(28p6 X 32p10.5)



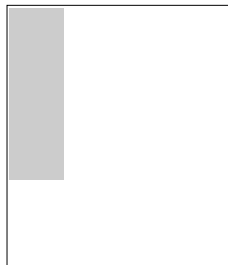
1/4 Pg Vertical
2.29"w X 11.125"d
(13p9 X 66p9)



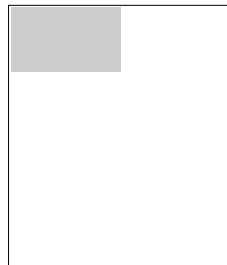
1/6 Pg Horizontal
9.66"w X 1.715"d
(58p X 10p3.5)



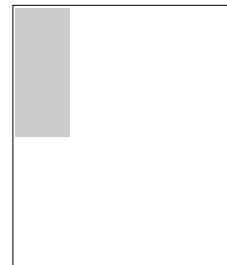
1/6 Pg Square
4.75"w X 3.597"d
(28p6 X 21p7)



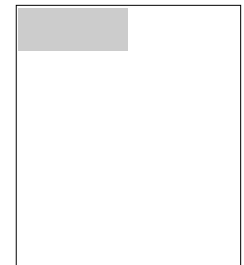
1/6 Pg Vertical
2.29"w X 7.361"d
(13p9 X 44p2)



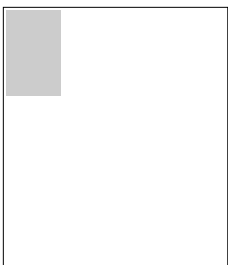
1/8 Pg Horizontal
4.75"w X 2.656"d
(28p6 X 15p11.25)



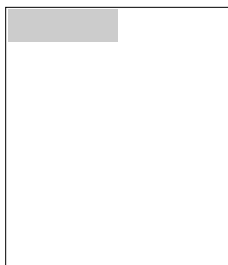
1/8 Pg Vertical
2.29"w X 5.479"d
(13p9 X 32p10.5)



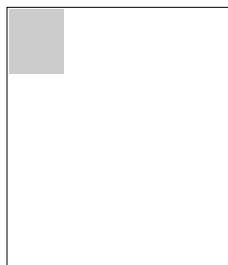
1/12 Pg Horizontal
4.75"w X 1.715"d
(28p6 X 10p3.5)



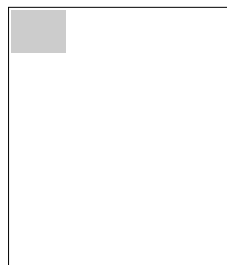
1/12 Pg Vertical
2.29"w X 3.597"d
(13p9 X 21p7)



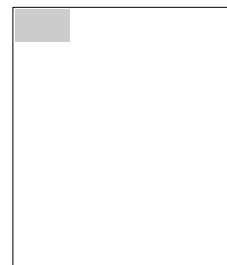
1/16 Pg Horizontal
4.75"w X 1.245"d
(28p6 X 7p5.625)



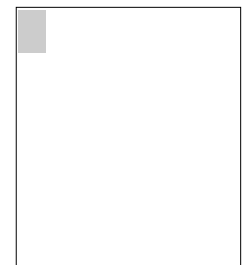
1/16 Pg Vertical
2.29"w X 2.656"d
(13p9 X 15p11.25)



1/24 Pg
2.29"w X 1.715"d
(13p9 X 10p3.5)



1/32 Pg
2.29"w X 1.245"d
(13p9 X 7p5.625)



1/48 Pg
1.062"w X 1.715"d
(6p4.5 X 10p3.5)