

Broadsheet Page Sizes

The Tampa Tribune, Pasco Tribune, Hernando Today, and Highlands Today

Any display ad over 18" in depth will bill at 21" depth.

ROP Broadsheet Columns

Full page ROP is 6 column X 21 inches.

Columns	Inches
One	1.556
Two	3.222
Three	4.889
Four	6.556
Five	8.222
Six	9.889
Seven	10.444
Eight	12.111
Nine	13.778
Ten	15.444
Eleven	17.111
Twelve	18.778
Double Truck	20.44

Classified Columns

Full page Classified is 10 column X 21 inches.

Columns	Inches
One	2.389
Two	4.889
Three	7.389
Four	9.889
Double Truck	20.44

Tabloid Page Sizes

The Tampa Tribune, Community Newspapers, Sunbelt Newspapers, Suncoast News and CENTRO

Full page ROP is 6 column X 10 inches.

ROP Tabloid Columns

Columns	Inches
One	1.556
Two	3.222
Three	4.889
Four	6.556
Five	8.222
Six	9.889
Double Truck	20.44

Ad Size Calculation

Classified

Classified rates are calculated by the line on a 10-column page and are billed 14 lines per inch. To figure classified inches, multiply the number of columns by the depth. Classified page size is 10 columns wide.

ROP

ROP ad rates are calculated by column inches based on a 6-column page. Multiply the number of columns by the depth. Example: 2 columns x 5 inches equals 10 column inches.

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Double Truck	20.44" W x 10" H
Full Page	9.889" W x 10" H
1/2 Horizontal	9.889" W x 5" H
1/2 Vertical	4.889" W x 10" H
1/4 Page	4.889" W x 5" H
1/8 Page	4.889" W x 2.5" H
Banner	9.889" W x 1.5" H