

Daily and Sunday (6-column retail)

Ad Width	Inches
1 column	1.69
2 columns	3.55
3 columns	5.41
4 columns	7.27
5 columns	9.13
6 columns	11
7/8 columns	13.69
9 columns	15.55
10 columns	17.41
11 columns	19.28
12 columns	21.14
13 columns (Doubletruck)	23
Cover Strip	6 columns x 2"
Inside/Section Strip	6 columns x 3"

Maximum ad depth for 1-13 columns is 21 inches.

Center gutter between pages is 1" wide.

Daily and Sunday Modular (6-column retail)

Space	Ad size
1/48th	1 col x 2.62"
1/24th horizontal	2 col x 2.62"
1/24th vertical	1 col x 5.25"
1/18th	2 col x 3.5"
1/12th horizontal	3 col x 3.5"
1/12th vertical	2 col x 5.25"
1/9th	2 col x 7"
1/8th horizontal	3 col x 5.25"
1/8th vertical	2 col x 7.87"
1/6th horizontal	3 col x 7"
1/6th vertical	2 col x 10.5"
1/5th horizontal	4 col x 7"
1/5th vertical	2 col x 14"
1/4th horizontal	6 col x 5.25"
1/4th vertical	3 col x 10.5"
1/3rd horizontal	6 col x 7"
1/3rd vertical	2 col x 21"
1/2 half horizontal	6 col x 10.5"
1/2 half vertical	3 col x 21"
2/3rd horizontal	6 col x 14"
2/3rd vertical	4 col x 21"
3/4th	6 col x 15.75"
Full page	6 col x 21"

Note: Briefing Recruitment ads are only available in the following sizes: 1/48th, 1/24th vertical
1/12th vertical, 1/8th horizontal

Classified Advertising (10-column)

Including Friday, Saturday and Sunday's
HomeCenter sections

Ad Width	Inches
1 column	1.02
2 columns	2.13
3 columns	3.23
4 columns	4.35
5 columns	5.45
6 columns	6.55
7 columns	7.66
8 columns	8.77
9 columns	9.87
10 columns	11
11 columns	12
12 columns	13.02
13 columns	14.13
14 columns	15.24
15 columns	16.35
16 columns	17.45
17 columns	18.56
18 columns	19.67
19 columns	20.78
20 columns	21.89
21 columns	23

Maximum ad depth for 1-21 columns is 294 lines.

Center gutter between pages is 1" wide and is counted as 1 column in doubletrucks and non-traditional doubletrucks. The 11-column doubletruck cannot be positioned on the left or right edge of the page but must be centered over the Center gutter.

Tabloid (5-column retail) TVWeek

Ad Width	Inches
1 column	1.83
2 columns	3.79
3 columns	5.75
4 columns	7.72
5 columns	9.66
11 columns (Doubletruck)	20.48
Strip	5 columns x 1" or 2"

Maximum ad depth for 1-11 columns is 11 inches.

Center gutter between pages is 1.16" wide.

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Tabloid Modular (5-column retail) Neighbors

Space	Ad size
1/8th horizontal	3 col x 2.29"
1/8th vertical	2 col x 3.43"
1/4th horizontal	5 col x 2.75"
1/4th vertical	3 col x 4.58"
1/3rd horizontal	5 col x 3.66"
1/3rd vertical	3 col x 6.11"
1/2 half horizontal	5 col x 5.5"
1/2 half vertical	3 col x 9.16"
Full page	5 col x 11"
Doubletruck	11 col x 11"
3/4 Doubletruck	11 col x 8.25"
1/2 Doubletruck	11 col x 5.5"
Strip	5 col x 2"

Center gutter between pages is 1.16" wide.

Tabloid Modular (4-column retail)

Space	Ad size (width x depth)
1/16th horizontal	4.75" x 1.22"
1/8th horizontal	4.75" x 2.62"
1/4th strip	9.66" x 2.62"
1/4th vertical	4.75" x 5.41"
1/2 half horizontal	9.66" x 5.41"
1/2 half vertical	4.75" x 11"
3/4 page	9.66" x 8.2"
Full page	9.66" x 11"
Doubletruck	20.48" x 11"
3/4 Doubletruck	20.48" x 8.2"
1/2 Doubletruck	20.48" x 5.41"

Center gutter between pages is 1.16" wide.

Tabloid Modular (4-column retail) Quick

Space	Ad size (width x depth)
1/8th horizontal	4.75" x 2.62"
1/4th horizontal	4.75" x 5.41"
1/4th vertical	2.29" x 11"
1/2 half horizontal	9.66" x 5.41"
1/2 half vertical	4.75" x 11"
Junior	7.2" x 8.2"
Full page	9.66" x 11"
Strip	9.66" x 2"
Doubletruck strip	20.48" x 1"

Center gutter between pages is 1.16" wide.

Tabloid Modular (4-column retail) Friday Guide

Space	Ad size (width x depth)
1/8th horizontal	4.75" x 2.62"
1/4th horizontal	4.75" x 5.41"
1/2 half horizontal	9.66" x 5.41"
1/2 half vertical	4.75" x 11"
Junior	7.2" x 8.2"
Full page	9.66" x 11"
Front page strip	9.66" x 1"
Inside page strip	9.66" x 2"

Center gutter between pages is 1.16" wide.

Classified Tabloid (8-column retail)

Ad width	Inches
1 column	1.02
2 column	2.13
3 column	3.23
4 column	4.35
5 column	5.45
6 column	6.55
7 column	7.66
8 column	8.77

Pony Tab

Space	Ad size (width x depth)
Full page (full bleed) - Image	6.25" x 10.15"
Full page (full bleed) - Trim	6.75" x 10.65"
Full page (full bleed) - Bleed	7.25" x 11.15"
Full page (non-bleed) - Image	5.95" x 9.4"
1/2 horizontal	5.95" x 4.57"
1/2 vertical	2.85" x 9.4"
1/3 horizontal	5.95" x 2.95"
1/4 vertical	2.85" x 4.57"

Bleed is .25".

F!D luxe

Space	Ad size (width x depth)
1/8th page	4.875" x 3.3"
1/4th page	4.875" x 6.87"
1/2th horizontal	10" x 6.87"
1/2th vertical	4.875" x 14"
Full page (non bleed)	10" x 14"
Full page (bleed)	11.5" col x 15.5"

Bleed is .25".

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Ear ads

Section/Position	Size (width x depth)
All DMN section fronts	2.62" x 1.37"
DMN inside	2.62" x 1.37"
School Day Tab	2.5" x 1"
Sports: High School 'Players of the Week'	2" x 1.33"
Al Dia Main	3.55" x 2.13"
Al Dia Sections and Classified	2.49" x 1.5"
Classified section fronts	2.31" x 1.37"
Homes section fronts	2.31" x 1.37"

Parade Magazine

Page is five columns wide, 9.875 inches wide x 11.5 inches deep.

Advertisers providing electronic material are required to conform to the formats established by The Dallas Morning News, and should contact their sales representative.

Positions in Parade will be subject to Publisher's option and mechanical necessity, but every effort will be made to comply with position requests. The total number of issues used within a contract year determines the rate charged for various sizes of space units used.

Parade Acceptable Sizes

Full-Page	8.75" x 9"
1/2 Page horizontal	8.75" x 4.43"
1/2 Page vertical	4.31" x 9"
1/4 Page	4.31" x 4.43"

Pre-prints and Inserts

Units of two or four pages must be on 60-pound or heavier stock.

Minimum size, 8.5 inches x 11 inches; maximum size, 10 inches x 12 inches. All preprinted sections must have The Dallas Morning News logo and publication date on the front page.

Advance approval must be secured for size, dimensions and content for all card inserts and preprinted sections.

Note: Pre-printed inserts that do not conform to established size guidelines may be subject to appropriate surcharges.

Color

Requires NAA Color 8 Inkbook. Process colors are as follows: 21 (blue), 22 (red) and 23 (yellow).

Sunday Comics

Please do not use register or crop marks within the document and center the image area within the document size, this will create the necessary 3/8" margin all around.

Page size: 13 inches wide and 21 inches deep; seven columns to the page. Printed by rotary letterpress. Color plates must be furnished by the advertiser. Modular sizes furnished on request.

Spadea: Available Fold Combinations

Gatefold Image Area	5" x 20"
Gatefold Document Size	5.5" x 21"
Shared Gatefold	5" x 9.75"
Shared Gatefold Document Size	5.5" x 10.5"

Spadeas:

Front 1/4 Fold Image Area	7.5" - 2" x 20"
Front 1/4 Fold Document Size	11" x 21"
Front 1/3 Fold Image Area	6.583" - 2.917" x 20"
Front 1/3 Fold Document Size	11" x 21"
Front 1/2 Fold Image Area	4.75" - 4.75" x 20"
Front 1/2 Fold Document Size	11" x 21"
Inside Spread Image Area	10.25" x 20"
Inside Spread Document Size	11" x 21"

Note: For all spadeas, a 3/4 inch gutter is recommended to minimize marking from press rollers.

Tabloids

Tabloid Page Image Area	9.75" x 10.25"
Tabloid Page Document Size	10.5" x 11"

Page Advertising

(Customized modular specifications available upon request)

Space	Ad size
Full Page	11.125" x 20"
3/4 Page	11.125" x 15"
1/2 Page	11.125" x 9.75"
1/3 Page	11.125" x 6.5"
1/4 Page	11.125" x 4.25"
1/6 Page	11.125" x 3"
Impact Strip	11.125" x 1"

Deadlines: 23 days in advance of publishing date. All gatefolds are perforated at the spine unless otherwise requested. No bleeds.