

RedEye and RedEye Weekend Are Converting to 48" Web Width on August 11th!

Why we are doing it

- RedEye has grown significantly in the past five years based on reader demand. In order to evolve for future reader demand, we will convert to a 48" web to free up press capacity
- RedEye conducted research on the "L" train where we found readers prefer a smaller size, as it is easier to handle and read during their commute
- Great opportunity for RedEye to introduce a new, fresh design that embraces the new size and style of the paper

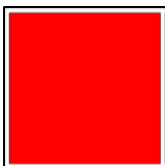


What this means for advertisers

- RedEye will be slightly smaller and more compact. Width will remain at 11 inches but height will now be 12 inches (down from 13.5)
- Ad copy will still occupy the same percentage of space on the page
- Rates will remain flat through January 2009
- Order and material deadlines will remain the same
- All materials will need to be built to the new specifications by August 7th, 2008

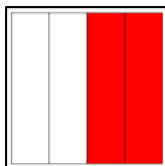


FULL PAGE



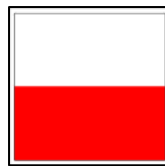
10.1" x 10.78"

HALF PAGE VERTICAL



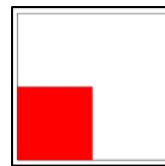
4.97" x 10.78"

HALF PAGE HORIZONTAL



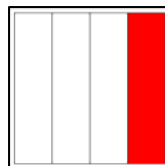
10.1" x 5.39"

QUARTER PAGE HORIZONTAL



4.97" x 5.39"

QUARTER PAGE VERTICAL



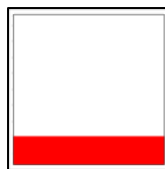
2.4" x 10.78"

DOUBLETRUCK



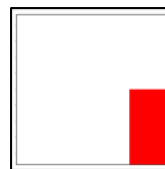
20.94" x 10.78"

STRIP AD



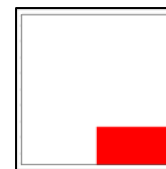
10.1" x 2"

EIGHTH PAGE VERTICAL



2.4" x 5.39"

EIGHTH PAGE HORIZONTAL



4.97" x 2.69"