

# the herald

# 10

## the herald main paper

*column measurements*

### CLASSIFIED:

1 column	=	29mm
2 column	=	61mm
3 column	=	93mm
4 column	=	125mm
5 column	=	157mm
6 column	=	189mm
7 column	=	221mm
8 column	=	253mm
9 column	=	285mm
10 column	=	317mm
11 column	=	349mm

### CLASSIFIED

**FULL PAGE** = 540mm x 349mm

### CLASSIFIED

**HALF PAGE** = 270mm x 349mm

### RUN OF PAPER:

1 column	=	41mm
2 column	=	85mm
3 column	=	129mm
4 column	=	173mm
5 column	=	217mm
6 column	=	261mm
7 column	=	305mm
8 column	=	349mm

**STOCKS PAGE** = 80mm x 85mm

**UNIT TRUSTS PAGE** = 80mm x 85mm

**FULL PAGE ROP** = 540mm x 349mm

**HALF PAGE ROP** = 270mm x 349mm

**FRONT PAGE STRIP** = 80mm x 349mm

**FALSE SPREAD/DPS: CLASSIFIED & ROP**  
540mm X 720mm (one file only)

## the herald magazine

*column measurements*

### CLASSIFIED:

1 column	=	29mm
2 column	=	61mm
3 column	=	93mm
4 column	=	125mm
5 column	=	157mm
6 column	=	189mm
7 column	=	221mm
8 column	=	253mm

### CLASSIFIED

**FULL PAGE** = 325mm x 253mm

### CLASSIFIED

**HALF PAGE** = 160mm x 253mm

### CLASSIFIED

**FALSE SPREAD/DPS** = 325mm x 520 mm  
(one file only)

### RUN OF PAPER:

1 column	=	55mm
2 column	=	116mm
3 column	=	177mm
4 column	=	238mm

**ROP SINGLE PAGE** = 325mm x 238mm

**ROP Half Page** = 160mm x 238mm

**DPS** = 325mm x 508 mm

### BLEED PAGE SIZES: CLASSIFIED AND ROP

**SINGLE PAGE** = 373mm x 278mm  
**DPS** = 373mm x 556mm  
(send one file only)

### TRIMMED PAGE SIZE:

**SINGLE PAGE** = 357mm x 270mm

## the guide – scotland's homes (stitched & trimmed)

### column measurements

#### CLASSIFIED:

1 column	=	29mm
2 column	=	61mm
3 column	=	93mm
4 column	=	125mm
5 column	=	157mm
6 column	=	189mm
7 column	=	221mm
8 column	=	253mm

#### CLASSIFIED PAGES AND SPREADS

<b>FULL PAGE</b>	=	335mm x 253mm
<b>HALF PAGE</b>	=	165mm x 253mm
<b>SPREAD</b>	=	335mm x 520mm
<b>1/2 PAGE SPREAD</b>	=	165mm x 520mm

(supply spreads as one file only)

#### ROP:

1 column	=	32mm
2 column	=	68mm
3 column	=	104mm
4 column	=	140mm
5 column	=	176mm
6 column	=	212mm
7 column	=	248mm

#### ROP PAGES AND SPREADS

<b>SINGLE PAGE</b>	=	335mm x 248mm
<b>HALF PAGE</b>	=	165mm x 248mm
<b>ROP SPREAD</b>	=	335mm x 514mm
<b>1/2 PAGE SPREAD</b>	=	165mm x 514mm

(supply spreads as one file only)

#### BLEED PAGE SIZES; CLASSIFIED & ROP:

<b>SINGLE PAGE</b>	=	368mm x 278mm
<b>1/2 PAGE</b>	=	183mm x 278mm
<b>BLEED SPREAD</b>	=	368mm x 556mm
<b>1/2 BLEED SPREAD</b>	=	183mm x 556mm

**SINGLE TRIMMED PAGE SIZE:** = 357mm x 270mm

## business magazine

### column measurements

#### CLASSIFIED:

1 column	=	29mm
2 column	=	61mm
3 column	=	93mm
4 column	=	125mm
5 column	=	157mm
6 column	=	189mm

#### CLASSIFIED

**FULL PAGE** = 270mm x 189mm

#### CLASSIFIED

**HALF PAGE** = 130mm x 189mm

**CLASSIFIED DPS** = 270mm x 410mm  
(One file only)

#### ROP:

1 column	=	48mm
2 column	=	100mm
3 column	=	152mm
4 column	=	204mm

**ROP SINGLE PAGE** = 270mm x 204mm

**ROP 1/2 PAGE** = 130mm x 204mm

**ROP SPREAD** = 270mm x 440mm

**ROP 1/2 PAGE SPREAD** = 130mm x 440mm

#### BLEED PAGE SIZES; CLASSIFIED & ROP

**SINGLE PAGE** = 303mm x 233mm

**1/2 PAGE** = 150mm x 278mm

**BLEED SPREAD** = 303mm x 466mm

**1/2 BLEED SPREAD** = 150mm x 466mm

**SINGLE TRIMMED PAGE SIZE:** = 297mm x 230mm