

# Broadsheet Ad Sizes & Specs

## File Formats

Accepted file formats:

PDF (Adobe Acrobat) This is the recommended file format. [Recommended Acrobat Distiller settings.](#)

EPS, JPEG, PS, TIFF, PSD

We do not accept electronic files produced in the following software: Corel Draw, Microsoft Publisher, Multi-Ad Creator, QuarkXPress. However, we can accept EPS files from any of these applications.

Please submit all print materials in CMYK color mode, not RGB.

## Submitting Ads Electronically

Use this method to submit ads that are "camera-ready" (built to spec and require no adjustments). Ads submitted electronically must be received by the Space/Copy Deadline or they will be considered late and not receive a proof. Advertiser accepts responsibility for errors when deadline is missed since no proof will be shown.

### Submit via FTP site

Upload your ad to our FTP server by using any FTP application. Once you've connected to our FTP site using the information below, create your own folder and name it descriptively.

Server: ftp.tampabay.com

User Name: adsin

Password: ftpadsin

### Submit via email

[ads@tampabay.com](mailto:ads@tampabay.com)

### Submit via our Web uploads

page at [tampabay.com/sendad](http://tampabay.com/sendad)

## Broadsheet Column Width Conversions

	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.	12 col.
<b>Picas</b>	10p8	22p4	34p	45p8	57p4	69p	144p
<b>Inches</b>	1.7778"	3.7222"	5.6667"	7.6111"	9.5556"	11.5"	24"

## Standard Ad Sizes

12 col. x 21.5" Doubletruck

6 col. x 21.5" Full Page

5 col. x 18"

3 col. x 21.5"

6 col. x 10.5"

4 col. x 15.75"

5 col. x 10.5"

4 col. x 10.5"

6 col. x 7"

3 col. x 10.5"

5 col. x 5.25"

2 col. x 10.5"

3 col. x 7"

6 col. x 3" Inside Banner

3 col. x 5.25"

2 col. x 7"

2 col. x 5.25"

3 col. x 3.5"

2 col. x 3" Business Card

## Premium Sizes & Placements

6 col. x 3" Front Page Banner

2 col. x 3" Front Page Ear

1 col. x 2" Front Page Ear

Spadea

## Broadsheet Billing & Build Sizes

Order & Billing Size	Total inches billed	Actual Width	Build Depth
<b>12 col. x 21.5"</b> Doubletruck	258"	144p	21.17"
<b>6 col. x 21.5"</b> Full Page	129"	69p	21.1667"
<b>5 col. x 18"</b>	90"	57p4	18"
<b>3 col. x 21.5"</b>	64.5"	34p	21.1667"
<b>4 col. x 15.75"</b>	63"	45p8	15.75"
<b>6 col. x 10.5"</b>	63"	69p	10.5"
<b>5 col. x 10.5"</b>	52.5"	57p4	10.5"
<b>4 col. x 10.5"</b>	42"	45p8	10.5"
<b>6 col. x 7"</b>	42"	69p	7"
<b>3 col. x 10.5"</b>	31.5"	34p	10.5"
<b>5 col. x 5.25"</b>	26.25"	57p4	5.25"
<b>2 col. x 10.5"</b>	21"	22p4	10.5"
<b>3 col. x 7"</b>	21"	34p	7"
<b>6 col. x 3"</b> Inside Banner	18"	69p	3"
<b>3 col. x 5.25"</b>	15.75"	34p	5.25"
<b>2 col. x 7"</b>	14"	22p4	7"
<b>2 col. x 5.25"</b>	10.5"	22p4	5.25"
<b>3 col. x 3.5"</b>	10.5"	34p	3.5"
<b>2 col. x 3"</b> Business Card	6"	22p4	3"

## Premium Broadsheet Ads

<b>3 col. x 21.5"</b> Spadea Flap	---	34p	21.1667"
<b>6 col. x 21.5"</b> Spadea Full	---	69p	21.1667"
<b>6 col. x 3"</b> Front Page Banner	---	69p	3"
<b>2 col. x 3"</b> Front Page Ear	---	22p4	3"
<b>1 col. x 2"</b> Front Page Ear	---	10p8	2"

# Tab Ad Sizes & Specs

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Password: ftpadsin

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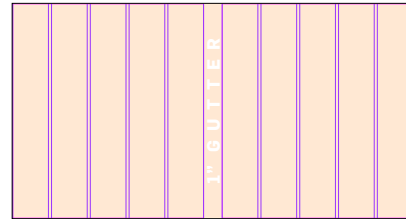
[ads@tampabay.com](mailto:ads@tampabay.com)

Submit via our Web uploads page at [tampabay.com/sendad](http://tampabay.com/sendad)

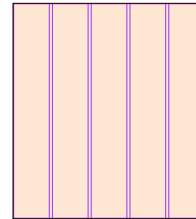
## Tab Column Width Conversions

Tab	1 col.	2 col.	3 col.	4 col.	5 col.	10 col.
Picas	11p6	24p	36p6	49p	61p6	129p
Inches	1.9167"	4"	6.0833"	8.1667"	10.25"	21.5"

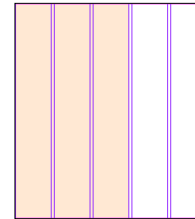
## Standard Ad Sizes



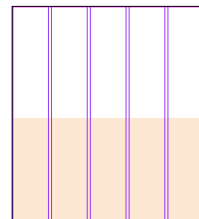
**10 col. x 11.5"**  
Doubletruck



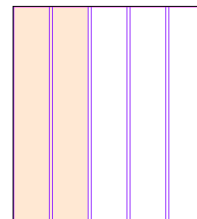
**5 col. x 11.5"**  
Full Page



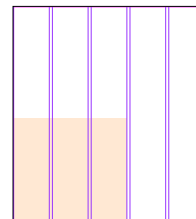
**3 col. x 11.5"**



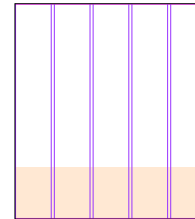
**5 col. x 5.5"**



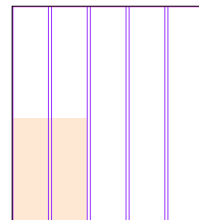
**2 col. x 11.5"**



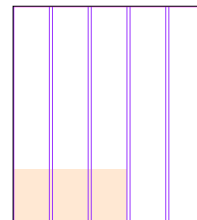
**3 col. x 5.5"**



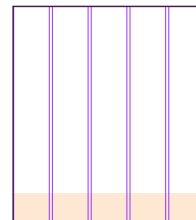
**5 col. x 2.75"**



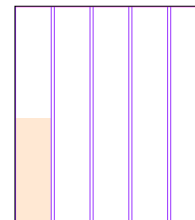
**2 col. x 5.5"**



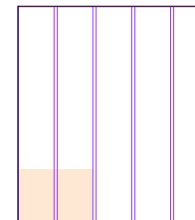
**3 col. x 2.75"**



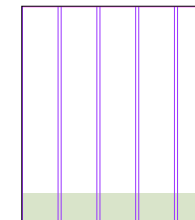
**5 col. x 1.5"**  
Inside Banner



**1 col. x 5.5"**  
Vertical Biz Card



**2 col. x 2.75"**  
Horizontal Biz Card



**5 col. x 1.5"**  
Front Page Banner

## Tab Billing & Build Sizes

Order & Billing Size	Total inches billed	Actual Width	Actual Depth
<b>Standard Tab Ads</b>			
<b>10 col. x 11.5"</b> Doubletruck	115"	129p	11.1667"
<b>5 col. x 11.5"</b> Full Page	57.5"	61p6	11.1667"
<b>3 col. x 11.5"</b>	34.5"	36p6	11.1667"
<b>5 col. x 5.5"</b>	27.5"	61p6	5.5"
<b>2 col. x 11.5"</b>	23"	24p	11.1667"
<b>3 col. x 5.5"</b>	16.5"	36p6	5.5"
<b>5 col. x 2.75"</b>	13.75"	61p6	2.75"
<b>2 col. x 5.5"</b>	11"	24p	5.5"
<b>3 col. x 2.75"</b>	8.25"	36p6	2.75"
<b>5 col. x 1.5"</b> Inside Banner	7.5"	61p6	1.5"
<b>1 col. x 5.5"</b> Vertical Biz Card	6"	11p6	5.5"
<b>2 col. x 2.75"</b> Horizontal Biz Card	6"	24p	2.75"
<b>Premium Tab Ads</b>			
<b>5 col. x 1.5"</b> Front Page Banner	- - -	61p6	1.5"

■ Indicates similar ads sizes available in broadsheet format.

## Premium Ad Size & Placement