

AdScapes Fact Sheet

Adoption of a Common Language & Standardized Names for Creative Ad Sizes

I had my first LPA Advertising Committee meeting of 2009 last month. One of the directives I received was to compile a standardized guide for the innovative shapes and ad sizes the industry is referring to as AdScapes. I am sure your newspaper has been asked about these, if not, you will be asked. We are a proponent of AdScapes because it gives the advertiser an opportunity to experiment with a differentiated visual in print. Furthermore, the ads create an impact.

Below are six of the creative units and their specifications adopted by Newspaper Association of America.

U Shape Single Page

Size narrow 50" web – left side of page 1 Col. (1-13/16") x 21", plus center 4 Col. (7-5/8") x 2", plus far right column 1 Col. (1-13/16") x 21" (total width across bottom = 11-1/2")

Size narrow 48" web – left side of page 1 Col. (1.729") x 20", plus center 4 Col. (7.217") x 2", plus far right column 1 Col. (1.729") x 20" (total width across bottom = 10.875")

Size SAU web – left side of page 1 Col. (2-1/16") x 21, plus center 4 Col. (8-5/8") x 2", plus far right column 1 Col. (2-1/16") x 21 (total width across bottom = 13")



U Shape Double Truck

Size narrow 50" web – left side of Double Truck 2 Col. (3-3/4") x 21", plus center 9 Col. (16-1/2") x 4", plus far right of Double Truck 2 Col. (3-3/4") x 21" (total width across bottom = 13 columns = 24")

Size narrow 48" web – left side of Double Truck 2 Col. (3.558") x 20", plus center 9 Col. (15.759") x 4", plus far right of Double Truck 2 Col. (3.558") x 20" (total width across bottom = 13 columns = 22.875")



Size SAU web left side of Double Truck 2 Col. (4-1/4") x 21", plus center 9 Col. (18-

1/4”) x 4”, plus far right of Double Truck 2 Col. (4-1/4”) x 21” (total width across bottom = 13 columns = 26-3/4”)

L Shape Single Page

Size narrow 50” web – left side of page 2 Col. (3-3/4”) x 21”, plus 4 Col. (7-5/8”) x 4” bottom of page, (total width across bottom = 11-1/2”)

Size narrow 48” web – left side of page 2 Col. (3.558”) x 20”, plus 4 Col. (7.217”) x 4” bottom of page, (total width across bottom = 10.875”)

Size SAU web – left side of page 2 Col. (4-1/4”) x 21”, plus 4 Col. (8-5/8”) x 4” bottom of page, (total width across bottom = 13”)



L Shape Double Truck

Size narrow 50” web – left side of page 3 Col. (5-11/16”) x 21”, plus 10 Col. (18-5/16”) x 6” bottom of page, (total width across bottom = 13 columns = 24”)

Size narrow 48” web – left side of page 3 Col. (5.388”) x 20”, plus 10 Col. (17.487”) x 6” bottom of page, (total width across bottom = 13 columns = 22-7/8”)

Size SAU web – left side of page 3 Col. (6-7/16”) x 21”, plus 10 Col. (20-5/16”) x 6” bottom of page, (total width across bottom = 13 columns = 26-3/4”)



NOTE:

Sizes are a composite size of the newspapers using these web sizes. There may be cases where there will be a “float” of 1/4” to 1/2” on the vertical. For the U shape Double Truck it may be necessary for a newspaper to reduce or enlarge 1 percent due to a 1/8” variation in the width of the double truck.

Creative Units (Bookends)

50" Web 2 Col.

(3-3/4") x 21"

Placement two ads placed out side left and right of double truck



48" Web 2 Col.

(3.558") x 20"

Placement two ads placed out side left and right of double truck

Size SAU 2 Col.

(4-1/4") x 21"

Placement two ads placed out side left and right of double truck

Creative Units (Stair Step)

NOTE: The 2 Far Left and 2 Far Right columns can be swapped to accommodate artwork (tallest columns on left will be a left hand page – tallest columns on right will be right hand page)

Size narrow 50" web - from left 2 columns x 4"

+ 2 columns x 8" + 2 columns x 12"

2 Col = 3-3/4", 4 Col. = 7-5/8" Total width 6 columns (11.5")

Size narrow 48" web - from left 2 columns x 4"

+ 2 columns x 8" + 2 columns x 12"

2 Col. = 3.558", 4 Col. = 7.217" Total width 6 columns (10.875")

Size SAU web - from left 2 columns x 4"

+ 2 columns x 8" + 2 columns x 12"

2 Col. = 4-1/4", 4 Col. = 8-5/8" Total width 6 columns (13")

