

The Chronicle Sample Ad Sizes

1/2 page is the size of this outer box.

Dimensions— Vertical (shown): 7.444" (44p8 picas) w. x 10" h. Horizontal: 10" w. x 7.5" h.

This is a 1/4 page ad.

Vertical (shown): 2 Columns by 7.5" Horizontal: 3 Columns by 5"

Dimensions – Vertical (shown): 4.8889" (29p4 picas) w. x 7.5" h.

Horizontal: 7.444" (44p8 picas) w. x 5" h.

This is a 1 column by 2 inch ad.

Dimensions –
2.333" (14 picas) w. x 2" h.

Full-page ad

Dimensions are 10 inches wide by 16 inches tall.

The Chronicle is tabloid-size.

Actual full-page ad is twice the size of this sheet.

This is a 1/8 page ad.

Vertical: 1 Column by 7.5" Horizontal (shown): 2 Columns by 3.75"

Dimensions – Vertical: 2.333" (14 picas) w. x 7.5" h.

Horizontal (shown): 4.8889" (29p3 picas) w. x 3.75" h.

This is a 1/16 page ad.

Vertical: 1 Column by 3.75" Horizontal (shown): 2 Columns by 1.875"

Dimensions – Vertical: 2.333" (14 picas) w. x 3.75" h.

Horizontal (shown): 4.8889" (29p3 picas) w. x 1.875" (11p3 picas) h.

Questions?

We're eager to help.

(518) 792-1126

e-mail:

ads@loneoak.com

Last updated: 12/17/13

Front-Page Box

Actual size.
Ask about
availability.



Reach for the Quality!

The **Chronicle**

Locally owned, locally committed

518 792-1126 • ads@loneoak.com