

Comics appear in a full-color high quality broadsheet section on Sunday.

## ROP Ad

UNIT	RATE PER AD
Full Page	\$12,997
2/3 Page	\$8,837
1/2 Page	\$7,797
1/3 Page	\$4,421

## Spadeas

A full color ad space folded around the spine of the comics section.

A vertical format equivalent to two standard size pages with 1/3 of the page visible on the front.

**Image Area:** Front: 3.208" wide by 20" deep. Back: 7.166" wide by 20" deep. Inside: 11.125" wide by 20" deep. Based on availability.

**Spadea Rate:** \$81.00 per thousand

## Gatefold - Single Advertiser

A full color ad space on both sides of a vertical half-page, attached by perforation to the right side of the comics front page.

**Image Area:** 5.4375" wide by 20" deep, on each side. Based on availability. For rates on shared gatefolds, contact your sales Account Executive.

**Gatefold:** \$52.00 per thousand