

Page Splits

Part Page Strips

Tabloid layout example



Broadsheet layout example



Description:

Part page strips provide an eye catching promotion option to the reader.

Part page strips can be offered in either $\frac{1}{2}$ or $\frac{3}{4}$ sizes.

Half page strip runs in lieu of either:

- 4 tabloid pages (2 in front half and 2 in the back half of the book) or
- 2 broadsheet pages

Lead Time:

Up to 2 to 3 weeks (some stock held)

Key Considerations:

Page positions vary depending on the total pagination and press configuration.

It is not possible to run half page strips around the outside of a tabloid, or as a centre spread.

Pagination limitations apply.

Page Splits

Cascade Effect

Tabloid layout example



Description:

2 x consecutive 4pp tab half page strips (of differing sizes) running horizontally across the top of the page within a tabloid.

Two x 2pp b/s vertical half page strips, of differing size.

The Cascade runs in lieu of either:

- 8 tabloid pages (4 in front half and 4 in the back half of the book) or
- 4 broadsheet pages

By linking the adverts to the full page it enables five full pages to be sold.

Lead Time:

Up to 2 to 3 weeks (some stock held)

Key Considerations:

Very limited page positions.

It is not possible to run cascade strips around the outside of a tabloid.
 Pagination limitations apply.