

BROAD SHEET EXPLANATION

In a Broadsheet paper flats are 2 pages (1&16, 2&15, 3&14,4&13 etc.) but it is different in a tab paper. A flat is 4 pages (1,8,9,16; 2,7,10,15; 3,6,11,14 etc.) Just keep using that website and eventually you will get it.

SUE'S COMMENT FROM 16 PAGE LAYOUT FOR PT

Since you are only running sports on the back 3 pages lets keep color to units 1-3. Move Yoap from page 4 to page 3 and run the coffee ad on page 4 black and white.

Explanation: page 4 CAN be color if we are using it as color. Just because a page has color available does not mean we are going to use it. We are only using color on pages that go with sports or IF they sell enough ads that you need to run more color. We pay extra for color so we want to keep them to a minimum.