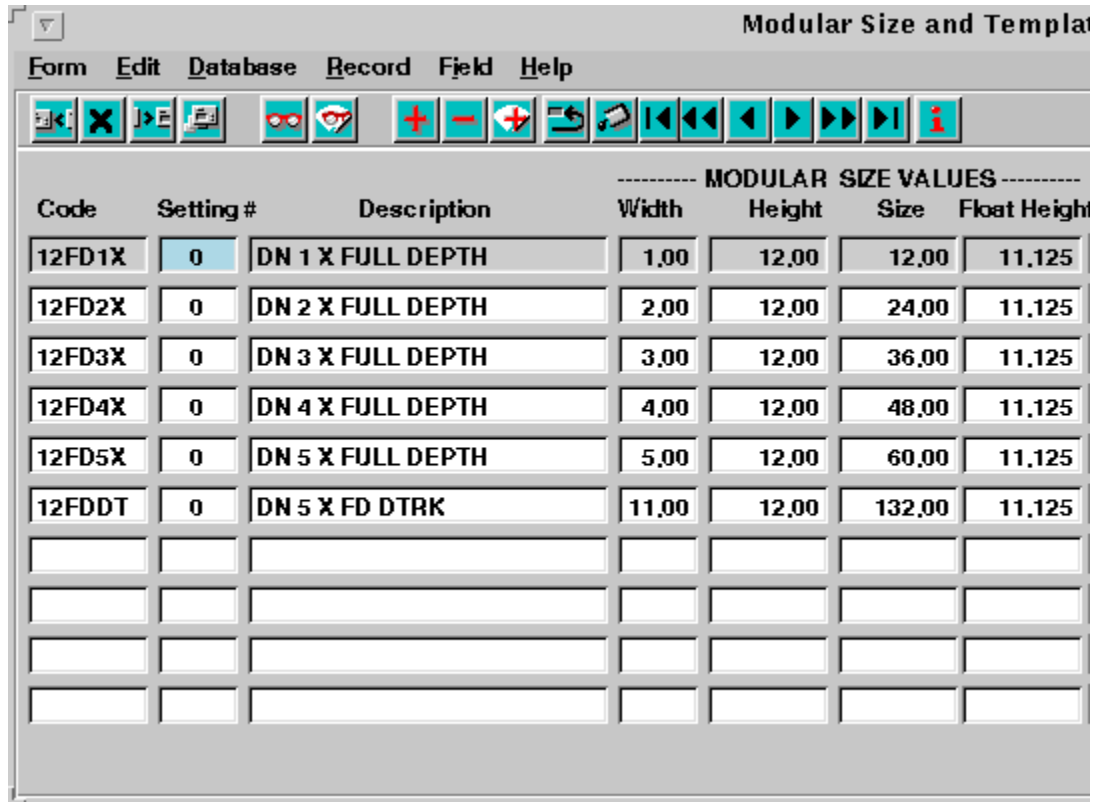# Standard Operating Procedure

Profit Center 12 – Ads Ordered at Full Depth

Ads ordered at Full Depth <u>MUST</u> include a Modular Size Code

There are five (6) Mod Sizes. Think 1xFD, 2xFD, 3xFD, 4xFD, Full Page, Double Truck

Modular Size and Templat[e]

Form   Edit   Database   Record   Field   Help

Code	Setting #	Description	MODULAR SIZE VALUES			
			Width	Height	Size	Float Height
12FD1X	0	DN 1 X FULL DEPTH	1.00	12.00	12.00	11.125
12FD2X	0	DN 2 X FULL DEPTH	2.00	12.00	24.00	11.125
12FD3X	0	DN 3 X FULL DEPTH	3.00	12.00	36.00	11.125
12FD4X	0	DN 4 X FULL DEPTH	4.00	12.00	48.00	11.125
12FD5X	0	DN 5 X FULL DEPTH	5.00	12.00	60.00	11.125
12FDDT	0	DN 5 X FD DTRK	11.00	12.00	132.00	11.125

Example orders are attached.

While rate code "ROP" in used in the examples, it does not imply ROP is the exclusive rate code for full depth ads.

Ads should always be ordered with the corresponding rate codes appropriate to position in the paper and the identified price charged to the account.

Rate codes exist corresponding to the four main rate cards.

1 x Full Depth

2 x Full Depth

3 x Full Depth

4 x Full Depth

Full Page

Full Page (Double Truck)

Note:　In the case of a Double Truck Request, the box must be set to "Y" on the Ad Layout Screen.