

UNIVERSAL SIZE FOR BOOK OF LISTS

The Book of Lists is a printed publication measuring 11 inches wide x 12 inches tall.

The 2024 Book of Lists will convert to an 11" x 12" size and publish on Friday, Dec. 27, in all markets. Readers will still receive a premium product with a thicker cover (100# stock), slick paper (40# gloss) and perfect binding. Tabs and gatefolds will be available, but not required, for the BOLs.

BECAUSE THE NEW BOL WILL BE THE SAME SIZE AS THE WEEKLY EDITION, THE BENEFITS OF MOVING TO THIS SIZE WILL BE:

- ▶ A universal spec sheet for clients, making it easier for clients that buy in multiple markets
- ▶ Ads that run in the Weekly Edition can be picked up as-is and run in the BOL
- ▶ Researchers will not need to resize or scale Lists that run in the Weekly Edition for a different BOL size
- ▶ There can be a single, universal template for the design team
- ▶ The smaller size is more portable and easier for readers to interact with

Along with the size adjustment, we will print all BOLs at two printers going forward — Breese and Mittera. This will reduce our printing costs and streamline our points of contact. Jon Wile will take the lead on all bidding and coordinating with the printers, in tandem with publishers.

To help alleviate the difficulty of BOL production going forward, we will send out BOL design assignments in January and expect local teams to start meeting monthly with their designers to work ahead on BOLs.

UPDATED AS OF JAN. 9, 2024

UPDATED SPECS FOR TABS, GATEFOLDS, AND FULL PAGE BLEED ADS WILL COME LATER. ALL OTHER ADS ARE CONSISTENT WITH 2024 ROP AD SIZES.

