

AD SIZES

LAYOUT INCHES

34in. TAB = 8 Column
10.5 x 16in. IMAGE
AREA
Gutter .059

AD

LAYOUT PICAS

FRONT PAGE BIG	54in.	6 COL X 9in.	47.16p x 54p
FRONT PAGE SMALL	6in.	2 COL X 3in.	15.486p x 18p
FRONT PAGE 4x1	4in.	4 COL X 1 in.	31.32p x 6p
FULL PAGE	128in.	8 COL X 16in.	63p x 96p
DOMINATOR	112in.	7 COL X 16in. 8 COL X 14in.	55.08p x 96p 63p x 84
3/4 PAGE	96in.	6 COL X 16in. 8 COL X 12in.	47.16p x 96p 63p x 72p
HALF PAGE AD	64in.	8 COL X 8in. 4 COL X 16in.	63p x 48p 31.32p x 96p
QUARTER PAGE	32in.	4 COL X 8in. 8 COL X 4"	31.32p x 48p 63p x 24p

<u>AD</u>	<u>INCHES</u>	<u>PICAS</u>
1 COLUMN	1.261in.	7.566
2 COLUMNS	2.581in.	15.486
3 COLUMNS	3.901in.	23.406
4 COLUMNS	5.22in.	31.32
5 COLUMNS	6.54in.	39.24
6 COLUMNS	7.86	47.16
7 COLUMNS	9.18in.	55.08
8 COLUMNS	10.5	63p

1in.= 6p	5in.= 30p	9in.= 54p	13in.= 78p
2in.= 12p	6in.= 36p	10in.= 60p	14in.= 84p
3in.= 18p	7in.= 42p	11in.= 66p	15in.= 90p
4in.= 24p	8in.= 48p	12in.= 72p	16in.= 96p