



Ad Sizes

Effective April 2008

TRIM SIZE: 10 1/4" x 12 1/4"

BLEED SIZE: 10 1/2" x 12 1/2"

AD SIZE	BLEED SIZE	LIVE SIZE
■ 2 Page Spread	20 3/4" x 12 1/2"	19 1/2" x 11 1/4"
■ 2 Page Junior Spread	n/a	14 3/4" x 9"
■ 1/2 Page Horizontal Spread	n/a	19 1/2" x 5 1/2"
■ Full Page	10 1/2" x 12 1/2"	9 1/4" x 11 1/4"
■ 2/3 Page, Vertical	n/a	6" x 11 1/4"
■ Junior Page	n/a	6 7/8" x 9"
■ 1/2 Page Horizontal	n/a	9 1/4" x 5 1/2"
■ 1/2 Page Vertical	n/a	4 1/2" x 11 1/4"
■ 1/3 Page Vertical	n/a	2 7/8" x 11 1/4"
■ 1/3 Page Square	n/a	6" x 5 1/2"
■ 1/4 Page Vertical	n/a	4 1/2" x 5 1/2"

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.

