



# DISPLAY AD SPECIFICATIONS

| <b>Ad Size</b>               | <b>Inches</b> (Width x Height) | <b>Picas</b> (Width x Height) |
|------------------------------|--------------------------------|-------------------------------|
| Full page                    | 9.833" x 12.875"               | 59p x 77p3                    |
| 3/4 page                     | 9.833" x 9.625"                | 59p x 57p9                    |
| 3/4 page (vertical)          | 7.333" x 12.875"               | 44p x 77p3                    |
| 9/16 page                    | 7.333" x 9.625"                | 44p x 57p9                    |
| 1/2 page                     | 9.833" x 6.375"                | 59p x 38p3                    |
| 1/2 page (vertical)          | 4.833" x 12.875"               | 29p x 77p3                    |
| 3/8 page                     | 7.333" x 6.375"                | 44p x 38p3                    |
| 3/8 page (vertical)          | 4.833" x 9.625"                | 29p x 57p9                    |
| 1/4 page                     | 4.833" x 6.375"                | 29p x 38p3                    |
| 1/4 page (vertical)          | 2.333" x 12.875"               | 14p x 77p3                    |
| 1/6 page                     | 4.833" x 4.181"                | 29p x 25p1                    |
| 1/6 page (w/top page banner) | 4.833" x 3.958"                | 29p x 23p9                    |
| 1/8 page                     | 4.833" x 3.125"                | 29p x 18p9                    |
| 1/8 page (vertical)          | 2.333" x 6.375"                | 14p x 38p3                    |
| 1/9 page                     | 3.167" x 4.181"                | 19p x 25p1                    |
| 1/16 page                    | 2.333" x 3.125"                | 14p x 18p9                    |
| Front display feature        | 4" x 5.083"                    | 24p x 30p6                    |
| Front side block             | 1.75" x 2.537"                 | 10p5 x 15p2.6                 |
| Front bottom block           | 3.8" x 1"                      | 12p9.6 x 6p                   |
| Buyer's Market block         | 1.833" x 2.167"                | 11p x 13p                     |
| Detached Address Label       | 8.5" x 5"                      | 51p x 30p                     |

## BUYER'S GUIDE NEWSPAPERS

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