



DISPLAY AD SPECIFICATIONS

Ad Size	Inches (Width x Height)	Picas (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
1/16 page	2.333" x 3.125"	14p x 18p9
1/12 page	3.167" x 2.958"	19p x 17p9
Front side block	2.000" x 2.444"	12p x 14p8
Front bottom block	2.000" x 1"	12p x 6p

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