



**AD SIZE      DIMENSIONS**

<b>FULL PAGE</b>	<b>4 col x 12.75"</b>
<b>HALF</b>	<b>A</b> 4 col x 6.25" <b>B</b> 3 col x 9.5" <b>C</b> 2 col x 12.75"
<b>QUARTER</b>	<b>D</b> 1 col x 12.75" <b>E</b> 2 col x 6.25" <b>F</b> 3 col x 4" <b>G</b> 4 col x 3"
<b>EIGHTH</b>	<b>H</b> 1 col x 6.25" <b>I</b> 2 col x 3" <b>J</b> 3 col x 2"
<b>SIXTEENTH</b>	<b>K</b> 1 col x 3" <b>L</b> 3 col x 1"

**COLUMN WIDTHS**

- 1 column = 2.375" (14p3)
- 2 column = 4.917" (29p6)
- 3 column = 7.458" (44p9)
- 4 column = 10" (60p)

**GUTTERS**

Vertical: .167"    Horizontal: .25"

**MAC-BASED PROGRAMS ACCEPTED**

Quark, InDesign, Adobe Illustrator, Adobe Photoshop

**FILE SPECIFICATIONS**

TYPES: .pdf .jpg .tif .eps .sit  
 COLOR: cmyk    RESOLUTION: 300 dpi at size in inches

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