

9 COLUMN AD SIZES

COLUMN WIDTH

- 1 column: 1.028"
- 2 column: 2.199"
- 3 column: 3.361"
- 4 column: 4.523"
- 5 column: 5.685"
- 6 column: 6.847"
- 7 column: 8"
- 8 column: 9.167"
- 9 column: 10.333"

AD SIZES	FOR SALES USE	FOR PRODUCTION USE	DIMENSIONS (W x L)
2 column 1/16:	2 x 44ag	13p2 x 44ag	2.199" x 3.143
3 column 1/16:	3 x 28ag	20p2 x 28ag	3.361" x 2"
3 column 1/8:	3 x 58ag	20p2 x 58ag	3.361" x 4.143'
4 column 1/8:	4 x 42ag	27p1 x 42ag	4.523" x 3"
4 column 1/4:	4 x 88ag	27p1 x 88ag	4.523" x 6.286"
5 column 1/4:	5 x 70ag	34p1 x 70ag	5.685" x 5"
4 column 1/3:	4 x 118ag	27p1 x 118ag	4.523" x 8.429"
5 column 1/2:	5 x 142ag	34p1 x 142ag	5.685" x 10.143"
9 column 1/2:	9 x 78ag	62p x 78ag	10.333" x 5.571"
3/4 PAGE:	7 X 158ag	48p x 158ag	8" x 11.286"
FULL PAGE:	9 x 158ag	62p x 158ag	10.333" x 11.286"
4 column FRONT VERT:	4 x 116ag	27p1 x 116ag	4.523' x 8.286"
8 column FRONT HORZ:	8 x 57ag	55p x 57ag	9.167" x 4.071"
FULL FRONT:	8 x 116ag	55p x 116ag	9.167" x 8.286"
FRONT BASEBAR:	9 x 11ag	62p x 11ag	10.333" x .786"
EARLUG:	x 11ag	9p6 x 25ag	2.199" x 1.786"