

# PRINT ADVERTISING SPECIFICATIONS

## ROP DISPLAY

Unit Name	Columns (Inches)	Depth (Inches)
Full Page	6 (10.87)	21.00
1/2 Page Horiz	6 (10.87)	10.00
1/4 Page Horiz	6 (10.87)	5.00
1/8 Page Banner Ad	6 (10.87)	2.5
1/2 Page Vert	3 (5.375)	21.00
1/4 Page Vert	3 (5.375)	10.00
1/8 Page Square	3 (5.375)	5.00
1/16 Page Horiz	3 (5.375)	2.5
1/6 Page Vert	2 (3.542)	10.00
1/12 Page	2 (3.542)	5.00
1/24 Page Square	2 (3.542)	2.5
1/24 Page Vert	1 (1.708)	5.00
1/48 Page	1 (1.708)	2.5
Double Page	11 (22.38)	21.00
Spadea Front	3 (5.375)	18.00
Banner Ad	6 (10.87)	4.00
Front Page Banner Ad	6 (10.87)	2.00

  

COL.	INCHES	<b>ROP PAGE SIZE:</b> 6 COL (10.875" WIDE) X 21 INCHES DEEP
1	1.708	
2	3.542	
3	5.375	
4	7.208	
5	9.042	
6	10.87	

## BOOKLETS

Unit Name	Columns (Inches)	Depth (Inches)
Back Cover	10 (9.042)	10.0
Inside Cover	10 (9.042)	10.0
Full Page	10 (9.042)	10.0
1/2 Page Horizontal	10 (9.042)	4.88
1/2 Page Vertical	5 (4.458)	10.0
Quarter Page	5 (4.458)	4.88
Eighth Page	5 (4.458)	2.31

## MARKET PLACE

Unit Name	Columns (Inches)	Depth (Inches)
Full Page	10 (9.042)	10.75
1/2 Page Horizontal	10 (9.042)	5.25
1/2 Page Vertical	5 (4.458)	10.75
1/4 Page	5 (4.458)	5.25
Front Cover	10 (9.042)	5.75
Back Page	10 (9.042)	10.75
Strip	10 (9.042)	2.25
Marquee	4 (3.5417)	2.25

## PARENT MARKET PLACE

Unit Name	Columns (Inches)	Depth (Inches)
Full Page	10 (9.042)	9.5
1/2 Page Horizontal	10 (9.042)	4.75
1/2 Page Vertical	5 (4.458)	9.50
1/4 Page	5 (4.458)	4.75

## AWE

COL.	INCHES	<b>FULL PAGE:</b> 5 COL (9.042" WIDE) X 10.5" DEEP  <b>HALF PAGE:</b> 5 COL (9.042" WIDE) X 5" DEEP
1	1.7083	
2	3.5417	
3	5.375	
4	7.2083	
5	9.042	

## FRONT PAGE NOTE

**3 IN X 3 IN**  
 All text must fit within the 0.1667 inch margin and have a 0.1667 inch bleed

## CLASSIFIED

### DISPLAY

COL.	INCHES	<b>CLASSIFIED PAGE SIZE:</b> 6 COL (10.875" WIDE) X 21" DEEP
1	1.6875	
2	3.52	
3	5.36	
4	7.2	
5	9.04	
6	10.875	

### DIRECTORY

Unit Name	Width(Inches)	Depth(Inches)
1x1	1.7083	1.00
1x1.5	1.7083	1.5
1x2	1.7083	2.00
1x3	1.7083	3.00
1x4	1.7083	4.00
2x2	3.5417	2.00