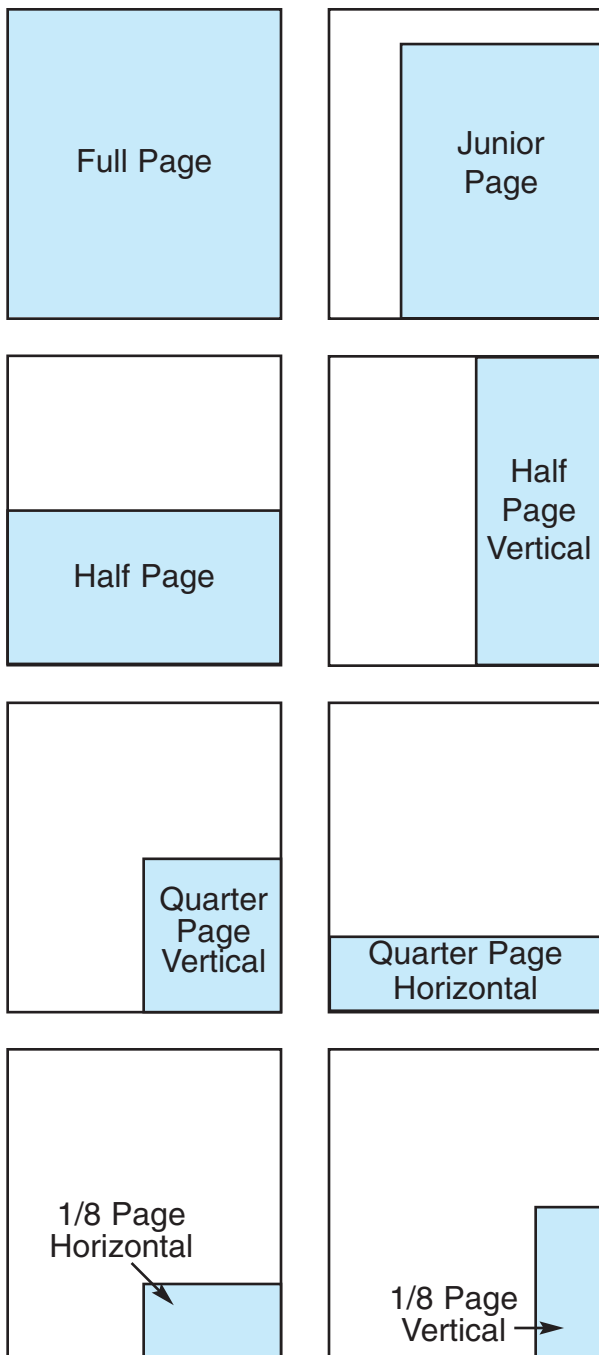


## Modular Ad Sizes



## Ad Dimensions

### Standard Tab Page Sizes 4 column format

Full Page.....	10" wide x 11½" deep
Junior Page .....	7 <sup>7</sup> / <sub>16</sub> " wide x 10" deep
1/2 Page Horizontal .....	10" wide x 5 <sup>3</sup> / <sub>4</sub> " deep
1/2 Page Vertical.....	4 <sup>15</sup> / <sub>16</sub> " wide x 11½" deep
1/4 Page Vertical.....	4 <sup>15</sup> / <sub>16</sub> " wide x 5 <sup>3</sup> / <sub>4</sub> " deep
1/4 Page Horizontal .....	10" wide x 2 <sup>3</sup> / <sub>4</sub> " deep
1/8 Page Horizontal ....	4 <sup>15</sup> / <sub>16</sub> " wide x 2 <sup>3</sup> / <sub>4</sub> " deep
1/8 Page Vertical.....	2 <sup>3</sup> / <sub>8</sub> " wide x 5 <sup>3</sup> / <sub>4</sub> " deep

### Book of Lists Ad Sizes

Full Page.....	9½" wide x 10 <sup>7</sup> / <sub>8</sub> " deep
1/2 Page Horizontal .....	9½" wide x 5 <sup>3</sup> / <sub>8</sub> " deep
1/2 Page Vertical.....	4 <sup>5</sup> / <sub>8</sub> " wide x 10 <sup>7</sup> / <sub>8</sub> " deep
1/4 Page .....	4 <sup>5</sup> / <sub>8</sub> " wide x 5 <sup>3</sup> / <sub>8</sub> " deep
*Full Page Bleed .....	9½" wide x 11¼" deep
*Back page only	