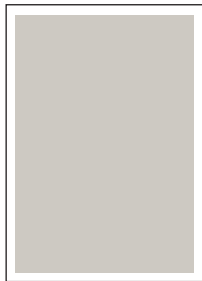
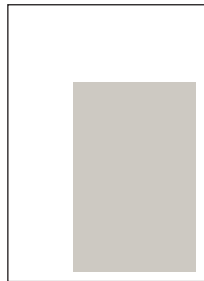


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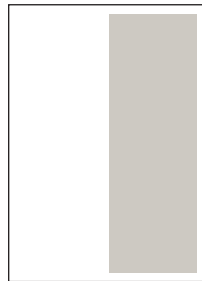
ADVERTISING SIZE REQUIREMENTS



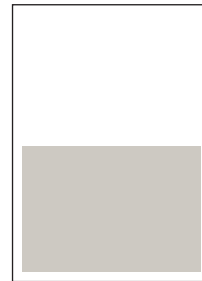
Full Page
7" x 10"



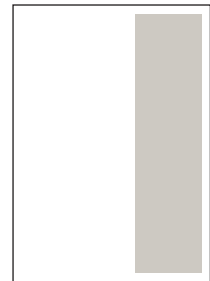
**Junior Page
(Digest)**
4⁵/₈" x 7"



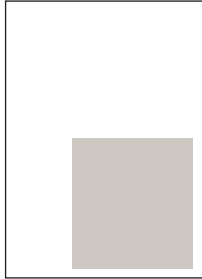
**Half Page
(vertical)**
3³/₈" x 10"



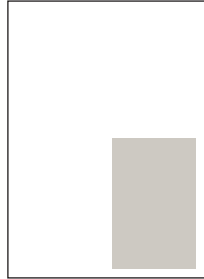
**Half Page
(horizontal)**
7" x 4⁷/₈"



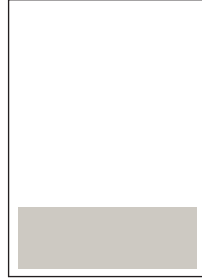
**One-Third Page
(vertical)**
2¹/₈" x 10"



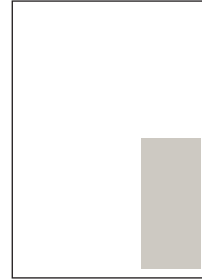
**One-Third Page
(horizontal)**
4⁵/₈" x 4⁷/₈"



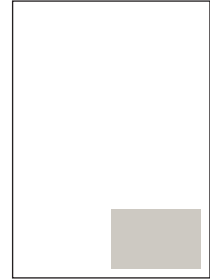
**One-Fourth Page
(vertical)**
3³/₈" x 4⁷/₈"



**One-Fourth Page
(horizontal)**
7" x 2¹/₄"



**One-Sixth Page
(vertical)**
2¹/₈" x 4⁷/₈"



**One-Eighth Page
(horizontal)**
3³/₈" x 2¹/₄"

Trim size: 8³/₈" x 10⁷/₈"
Non-bleed area: 7" x 10"
Live area: 8¹/₈" x 10⁵/₈"
Bleed size: 8⁵/₈" x 11³/₈"

Column widths: 3¹/₂" in two-column format; 2¹/₈" in three-column format
Double page spread: Non-bleed, 14⁷/₈" x 10"; Bleed, 17¹/₄" x 11³/₈"
Post cards and inserts: Must have 3" flap. Flap must be scored or perforated and folded on top of copy.