

2012

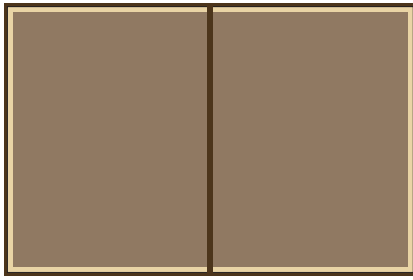
print ad display sizes

Ad Sizes and Specifications

Publication size after trim is 8¼" x 10⅞"; type page is 7¼" x 10". Trim is ⅛" on sides, top and bottom of form.

Full Page Bleed (before trim)				8½" x 11⅛"
Full Page (non-bleed)				7¼" x 10"
Spread Bleed (before trim)				16¾" x 11⅛"
Spread (non-bleed)				15½" x 10"
	1 Column	1½ Column	2 Column	3 Column
2/3			4¾" x 10"	7¼" x 6½"
1/2 I			4¾" x 7⅞"	
1/2		3½" x 10"		7¼" x 4⅞"
1/3	2¼" x 10"		4¾" x 4⅞"	7¼" x 3¼"
1/4	2¼" x 7⅞"	3½" x 4⅞"	4¾" x 3⅝"	7¼" x 2⅝"
1/6	2¼" x 4⅞"		4¾" x 2⅝"	

Print Ad Display Sizes



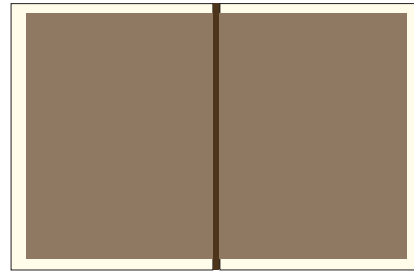
Spread full page bleed

Bleed untrimmed: 16.75 x 11.125 (16 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ")

Page trim size: 16.50 x 10.875 (16 $\frac{1}{2}$ " x 10 $\frac{7}{8}$ ")

Live area: 16 x 10.375 (16" x 10 $\frac{3}{8}$ "), 0.25 (1/4") in from trim

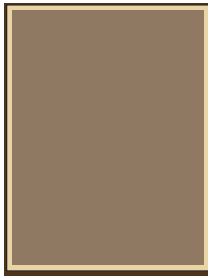
NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.



Spread full page non-bleed

Ad size: 15.50 x 10 (15 $\frac{1}{2}$ " x 10")

NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.

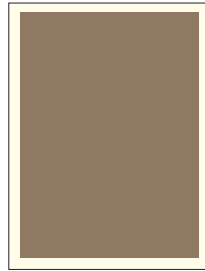


Full page bleed

Bleed untrimmed: 8.50 x 11.125 (8 $\frac{1}{2}$ " x 11 $\frac{1}{8}$ ")

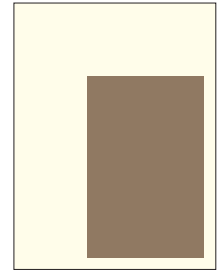
Page trim size: 8.25 x 10.875 (8 $\frac{1}{4}$ " x 10 $\frac{7}{8}$ ")

Live area: 7.75 x 10.375 (7 $\frac{3}{4}$ " x 10 $\frac{3}{8}$ "), 0.25 (1/4") in from trim



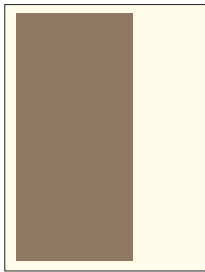
Full page non-bleed

Ad size: 7.25 x 10 (7 $\frac{1}{4}$ " x 10")



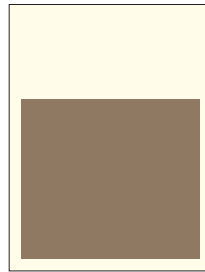
1/2 page island

Ad size: 4.75 x 7.375 (4 $\frac{3}{4}$ " x 7 $\frac{3}{8}$ ")



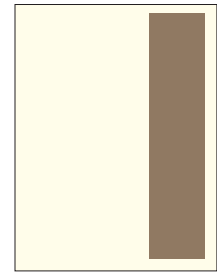
2/3 page non-bleed - vertical

Ad size: 4.75 x 10 (4 $\frac{3}{4}$ " x 10")



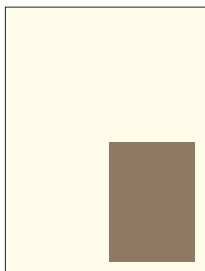
2/3 page non-bleed - horizontal

Ad size: 7.25 x 6.50 (7 $\frac{1}{4}$ " x 6 $\frac{1}{2}$ ")



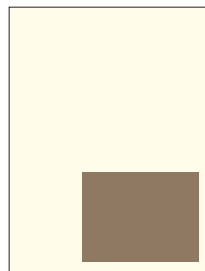
1/3 page non-bleed - vertical

Ad size: 2.25 x 10 (2 $\frac{1}{4}$ " x 10")



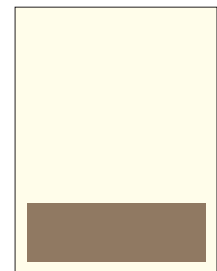
1/4 page non-bleed

Ad size: 3.50 x 4.875 (3 $\frac{1}{2}$ " x 4 $\frac{7}{8}$ ")



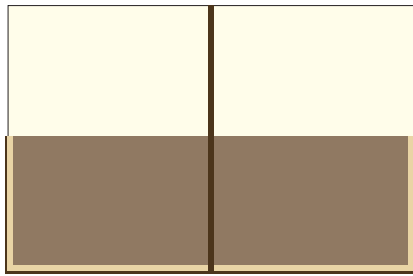
1/4 page non-bleed - rectangle

Ad size: 4.75 x 3.625 (4 $\frac{3}{4}$ " x 3 $\frac{5}{8}$ ")



1/4 page non-bleed - horizontal

Ad size: 7.25 x 2.375 (7 $\frac{1}{4}$ " x 2 $\frac{3}{8}$ ")



Spread half page bleed - horizontal

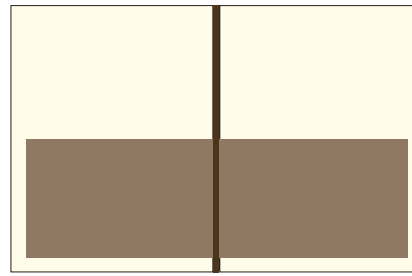
Bleed untrimmed: 16.75 x 5.50 (16³/₄" x 5¹/₂"")

Ad trim size: 16.50 x 5.375 (16¹/₂" x 5³/₈"")

Live area: 16 x 5.125 (16" x 5¹/₈""), 0.25 (1/4") in from trim

NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.

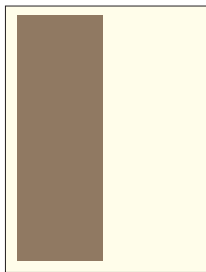
NOTE: Ad bleeds on 3 sides from trim



Spread half page non-bleed - horizontal

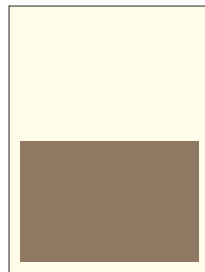
Ad size: 15.50 x 4.875 (15¹/₂" x 4⁷/₈"")

NOTE: Image bleeds over gutter, 0.50 (1/2") of the middle is lost in gutter.



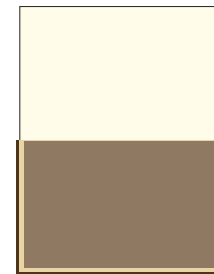
1/2 page non-bleed - vertical

Ad size: 3.50 x 10 (3¹/₂" x 10")



1/2 page non-bleed - horizontal

Ad size: 7.25 x 4.875 (7¹/₄" x 4⁷/₈"")



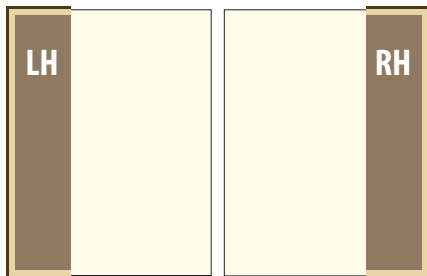
1/2 page bleed - horizontal

Bleed untrimmed: 8.50 x 5.50 (8¹/₂" x 5¹/₂"")

Ad trim size: 8.25 x 5.375 (8¹/₄" x 5³/₈"")

Live area: 7.75 x 5.125 (7³/₄" x 5¹/₈""), 0.25 (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



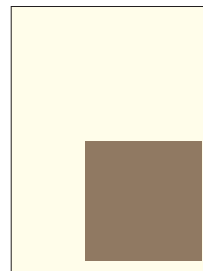
1/3 page bleed - vertical

Bleed untrimmed: 2.875 x 11.125 (2⁷/₈" x 11¹/₈"")

Ad trim size: 2.75 x 10.875 (2³/₄" x 10⁷/₈"")

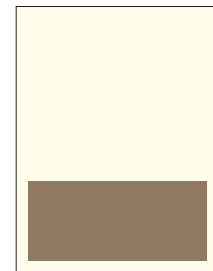
Live area: 2.50 x 10.375 (2¹/₂" x 10³/₈""), 0.25 (1/4") in from trim

NOTE: Ad bleeds on 3 sides from trim



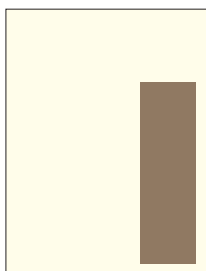
1/3 page non-bleed - square

Ad size: 4.75 x 4.875 (4³/₄" x 4⁷/₈"")



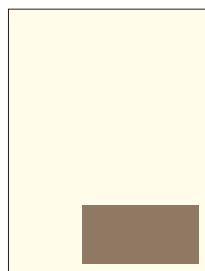
1/3 page non-bleed - horizontal

Ad size: 7.25 x 3.25 (7¹/₄" x 3¹/₄"")



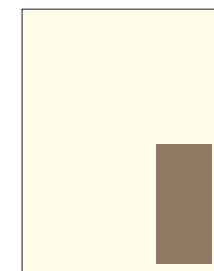
1/4 page non-bleed - vertical

Ad size: 2.25 x 7.375 (2¹/₄" x 7³/₈"")



1/6 page non-bleed - horizontal

Ad size: 4.75 x 2.375 (4³/₄" x 2³/₈"")



1/6 page non-bleed - vertical

Ad size: 2.25 x 4.875 (2¹/₄" x 4⁷/₈"")

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