

AD SIZES

DIRECTORY ADVERTISEMENTS [BLACK & WHITE]

FULL PAGE

PAGE TRIM: 8.125" (w) x 10.875" (h)

FULL PAGE WITH BLEED: 8.625" (w) x 11.375" (h)

FULL PAGE NO BLEED: 7.25" (w) x 9.75" (h)

LIVE AREA (safe for type): 7.125" (w) x 9.875" (h) –
 keep type 1/2" from trim on all sides.



TWO-THIRDS PAGE

VERTICAL: 4.75" (w) x 9.75" (h)

HALF PAGE

VERTICAL: 4.75" (w) x 7.25" (h)

HORIZONTAL: 7.25" (w) x 4.75" (h)



ONE-THIRD PAGE

VERTICAL: 2.25" (w) x 9.75" (h)

SQUARE: 4.75" (w) x 4.75" (h)

ONE-QUARTER PAGE

VERTICAL: 2.25" (w) x 7.25" (h)

HORIZONTAL: 7.25" (w) x 2.25" (h)



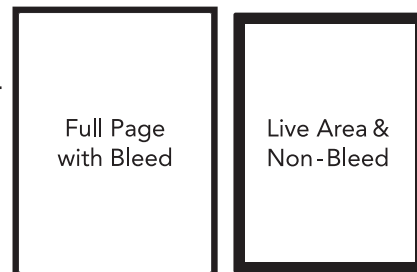
ONE-SIXTH PAGE

VERTICAL: 2.25" (w) x 4.75" (h)

HORIZONTAL: 4.75" (w) x 2.25" (h)

ONE-TWELFTH PAGE

SQUARE: 2.25" (w) x 2.25" (h)



Ads received that are incorrectly sized will not be accepted by the art department. In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.

If you have any questions about what size your ad should be contact your account manager. Refer to the AD SPECIFICATIONS sheet for all other requirements.