



Ad Dimensions and Specifications

Effective January 2018

Specifications & Requirements

Printing Process: Web Offset

Binding Process: Saddle-stitch

Publication Trim Size: 8 3/8" x 10 1/2"

Display Ad Dimensions — Non-Bleed

	Inches (decimal)	Inches (fraction)
Spread	16w x 9.3h	16" x 9 5/16"
Full page	7.45w x 9.3h	7 1/2" x 9 5/16"
Two-thirds page	4.86w x 9.3h	4 7/8" x 9 5/16"
Half page (horizontal)	7.45w x 4.55h	7 1/2" x 4 1/2"
Half page (vertical)	4.86w x 6.8h	4 7/8" x 6 13/16"
One-third page (square)	4.86w x 4.55h	4 7/8" x 4 1/2"
One-third page (vertical)	2.4w x 9.3h	2 3/8" x 9 5/16"

Quarter page (square)	3.625w x 4.55h	3 5/8" x 4 1/2"
One-sixth page (horizontal)	4.86w x 2.28h	4 7/8" x 2 5/16"
One-sixth page (vertical)	2.4w x 4.55h	2 3/8" x 4 1/2"

Display Ad Dimensions — Bleed

	Inches (decimal)	Inches (fraction)
Full page	8.625w x 10.75h	8 5/8" x 10 3/4"
Trim Size	8.375w x 10.5h	8 3/8" x 10 1/2"
Spread	17w x 10.75h	17" x 10 3/4"
Trim Size	16.75w x 10.5h	16 3/4" x 10 1/2"

Hold live matter 1/4" from the trim.

Marketplace Dimensions

	Inches (decimal)	Inches (fraction)
One-third page (vertical)	2.25w x 9.375h	2 1/4" x 9 3/8"
One-third page (square)	4.81w x 4.62h	4 13/16" x 4 5/8"
One-quarter page (vertical)	2.25w x 7.13h	2 1/4" x 7 1/8"
One-sixth page (horizontal)	4.81w x 2.31h	4 13/16" x 2 5/16"
One-sixth page (vertical)	2.25w x 4.62h	2 1/4" x 4 5/8"

One-eighth page

2.25w x 3.5h

2 1/4" x 3 1/2"

One-twelfth page

2.25w x 2.31h

2 1/4" x 2 5/16"