

Full Page Ad

Live area: 4-7/8" x 7-7/8"

This sheet shows the actual sizes of the ad spaces in the book. All of the printing in your ad must fit within the "live area" box, or your ad will have to be re-sized or re-set to fit.

Ad prices are for "camera ready" copy (dark or black copy on a light or white background, supplied sized to fit the ad space). Tint or half-tone screens, if any, should be no finer than 85 lines-per-inch for optimum reproduction quality.

Half Page Ad

Live area: 4-7/8" x 3-7/8"

Business Card Ad

Live area: 3-1/2" x 2"

One-Third Page Ad

Live area: 4-7/8" x 2-9/16"