

AD Dimensions

Ad Size	With Bleeds	Without Bleeds	Trim (inches)
1/4 Page	Horizontal: 49 x 18	42.5 x 13.5	8 x 2 11/16
1/4 Page	Block: 32 x 25.5	28 x 21	
1/3 Page	17.5 x 66.25	13.5 x 58	2 11/16 x 10 3/4
1/2 Page	49 x 33	42.5 x 28.5	8 x 5 5/16
Full Page	49 x 66.25	42.5 x 58	8 x 10 3/4
Back Cover	49 x 45.25	N/A	8 x 7 1/2
Two Page Spread	98 x 66.25	85 x 58	16 x 10 3/4

*Ad measurements: width by height in picas (trim shown in inches)

Web Banner Ads: 130 x 250 (width by height in pixels); 72 dpi

Animated .gif images are acceptable, but please limit them to a maximum of three slides.