

# Specification Sheet

**Half Page**  
*(Horizontal)*

4 1/2" w x 3 3/4" h

**Quarter Page**  
*(Horizontal)*

4 1/2" w x 1 7/8" h

## **AD SPECIFICATIONS**

(measured in width x height)

<p><b>Eighth page</b></p>	<p>2 1/4" w x 1 7/8" h</p>	<p>horizontal</p>
<p><b>Quarter page</b></p>	<p>4 1/2" w x 1 7/8" h</p>	<p>horizontal</p>
<p><b>Half page</b></p>	<p>4 1/2" w x 3 3/4" h</p>	<p>horizontal</p>
<p><b>Full page</b></p>	<p>4 1/2" w x 7 1/2" h</p>	<p>vertical</p>
<p><b>Inside Cover</b> <i>(Full Color Ad)</i></p>	<p>4 1/2" w x 7 1/2" h</p>	<p>vertical</p>
<p><b>Back Cover</b> <i>(Full Color Ad)</i></p>	<p>4 1/2" w x 7 1/2" h</p>	<p>vertical</p>

Book Center (fold)

**Full Page**  
*(Vertical)*

4 1/2" w x 7 1/2" h

**Eighth Page**  
*(Horizontal)*

2 1/4" w x 1 7/8" h

**Quarter Page**  
*(Vertical)*

2 1/4" w x 3 3/4" h

**Half Page**  
*(Vertical)*

2 1/4" w x 7 1/2" h