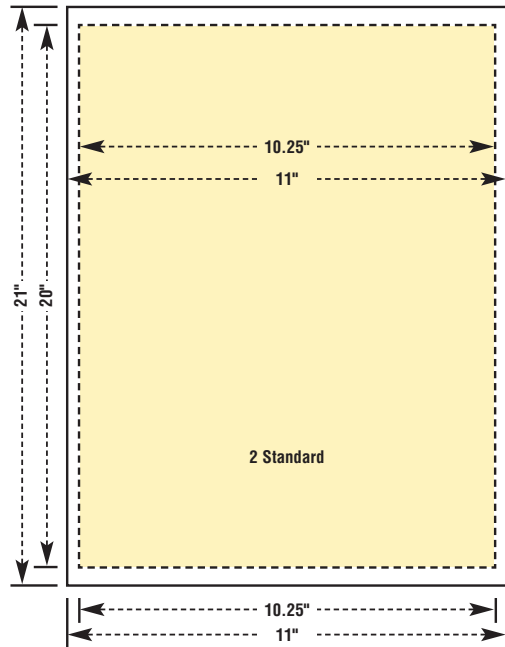


AD SIZES

Image area is represented by the dotted line.
Page element should never extend beyond this point. (No bleeds on comics ads).

Internal Advertisement

Image Area	Width	Height	
Full Page	10.25"	20"	
3/4 Page	10.25"	15"	
1/2 Page	10.25"	9.75"	Equivalents
1/3 Page	10.25"	6.5"	1/8" = .125
1/4 Page	10.25"	4.25"	1/4" = .25
1/6 Page	10.25"	3"	3/8" = .375
Impact Strip	10.25"	1"	1/2" = .5
			5/8" = .625
			3/4" = .75
			7/8" = .875



*A 3/4" gutter is recommended on spadeas printing coldset.

