

Actual Sizes

LARGE AD (VERTICAL ONLY)

3x4 proportion

minimum size

4.9 by 6.56 inches

(2 columns wide on a 4-column page)

SMALL HORIZONTAL

4x3 proportion

minimum size

3.22 by 2.42 inches

(1 column wide on a 3-column page)

SMALL VERTICAL

3x4 proportion

minimum size

2.38 by 3.17 inches

(1 column wide
on a 4-column page)

Actual Sizes

MEDIUM SQUARE

minimum size

3.88 by 3.88 inches

(2 columns wide on a 5-column page)

MEDIUM VERTICAL

3x4 proportion

minimum size

4.24 by 3.18 inches

(1 column wide on a 3-column page)

MEDIUM HORIZONTAL

4x3 proportion

minimum size

3.92 by 2.95 inches

(2 columns wide on a 5-column page)