

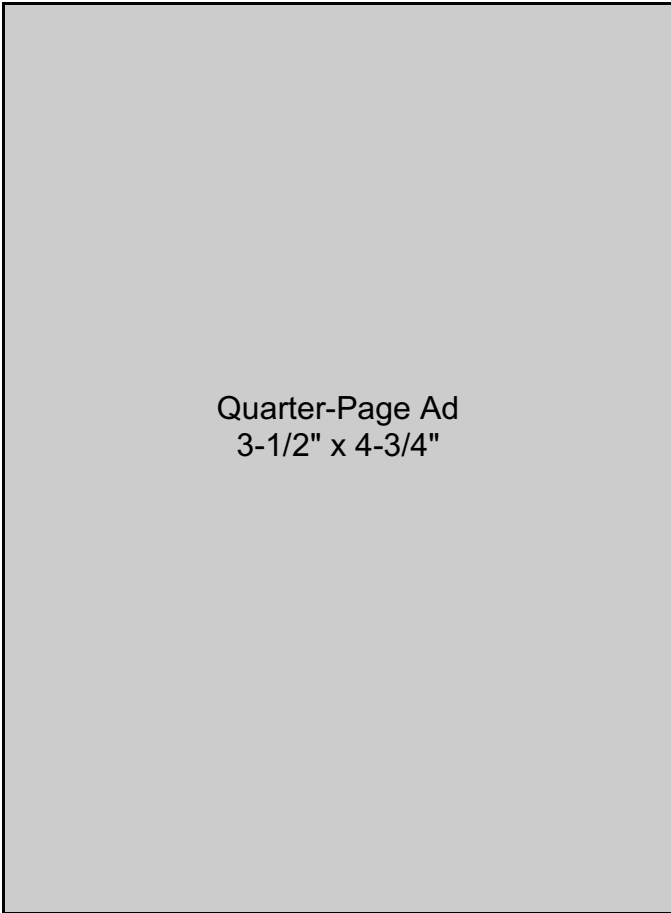
Use these templates to help you decide
which size ad space to reserve.

Also use them to check
the size of your camera-ready ad
before sending it to us for publication.

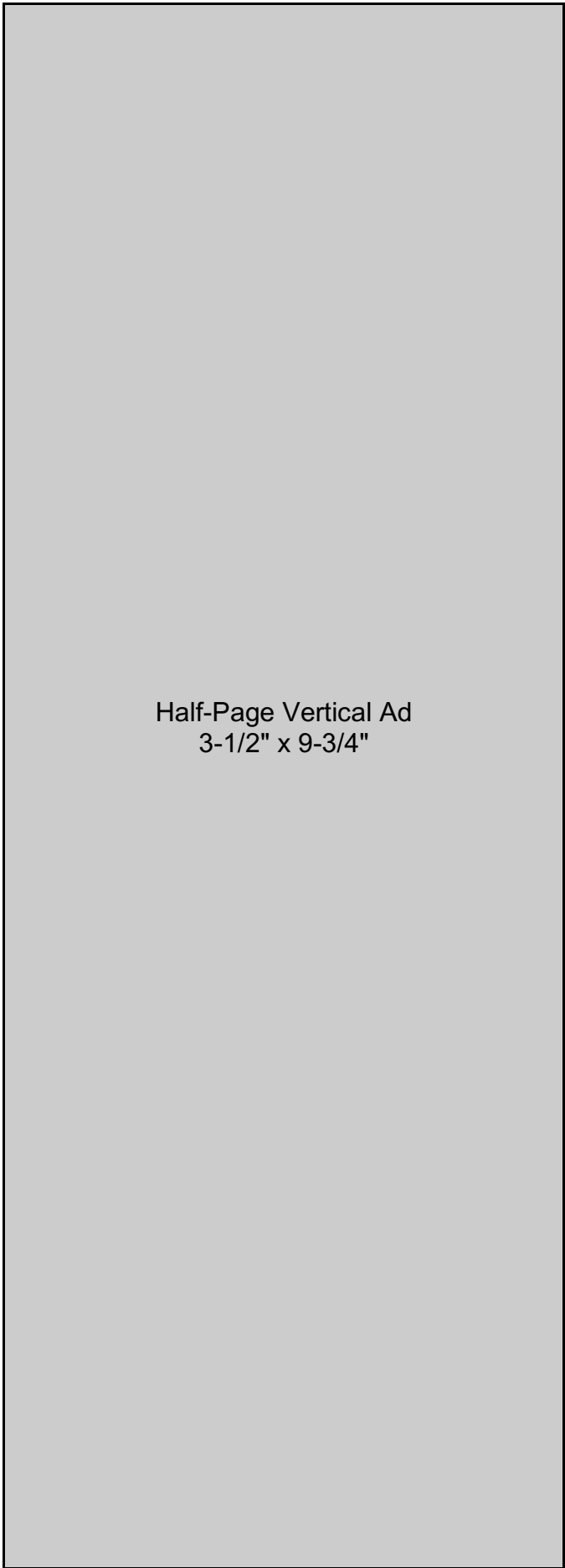
A full-page ad is
the same size as this paper, 8-1/2" x 11".
To leave a margin on all sides,
keep your copy and illustrations in
the image area of 7-1/4" x 10".

Half-Page Horizontal Ad

7-1/4" x 4-3/4"



Quarter-Page Ad
3-1/2" x 4-3/4"



Half-Page Vertical Ad
3-1/2" x 9-3/4"