



COLUMN WIDTHS	
13 Column	= 20.48"
6 Column	= 9.99"
5 Column	= 8.3"
4 Column	= 6.61"
3 Column	= 4.92"
2 Column	= 3.23"
1 Column	= 1.54"

Awareness

Establish a consistent long-term presence. Suitable for maintaining top-of-mind familiarity for products with a recurring purchase cycle, and effective for building and maintaining awareness consistently.

1/6 PG. HORIZ. 6 COL X 2.25" 9.99" X 2.25"	1/6 PG. VERT. 3 COL X 4.5" 4.92" X 4.5"	1/8 PAGE 3 COL X 3.5" 4.92" X 3.5"	1/9 2 COL X 4.5" 3.23" X 4.5"	1/12 VERT. 2 COL X 3.5" 3.23" X 3.5"	1/12 HORIZ. 3 COL X 2.25" 4.92" X 2.25"	1/18 2 COL X 2.25" 3.23" X 2.25"	1/36 VERT. 1 COL X 2.25" 1.54" X 2.25"

Consideration

Cost-effective combination of high-impact and frequency toward Conversion. Effective for announcing events, branding, defining your market position, and generating sustained response over time.

1/2 PG. HORIZ. 6 COL X 7" 9.99" X 7"	1/2 PAGE VERT. 3 COL X 14" 4.92" X 14"	1/3 PAGE VERT. 3 COL X 9.25" 4.92" X 9.25"	1/3 PAGE HORIZ. 4 COL X 7" 6.61" X 7"	1/4 PG. HORIZ. 6 COL X 3.5" 9.99" X 3.5"	1/4 PG. VERT. 3 COL X 7" 4.92" X 7"

Conversion

Achieve maximum visibility. Effective for launching new brands, announcing events, reinforcing marketplace leadership and generating strong response in a short time. Makes an unmistakable impression.

FULL PAGE SPREAD 13 COL X 14" 20.48" X 14"	FULL PAGE 6 COL X 14" 9.99" X 14"	2/3 PAGE TALL 5 COL X 11.5" 8.3" X 11.5"	COVER PG STRIP 6 COL X 2"