

PEAK MIDWEEK/PEAK AD SIZES

AD NAME	SIZE	WIDTH	HEIGHT
DOUBLE TRUCK		21.125	13.8
FULL PAGE		10.25	13.8
TWO-THIRDS	HORIZONTAL	10.25	9.16
TWO-THIRDS	VERTICAL	6.778	13.8
HALF	HORIZONTAL	10.25	6.82
HALF	VERTICAL	5.042	13.8
THIRD	HORIZONTAL	10.25	4.5
THIRD	VERTICAL	3.306	13.8
QUARTER	HORIZONTAL	10.25	3.33
QUARTER	VERTICAL	5.042	6.82
SIXTH	HORIZONTAL	10.25	2.18
SIXTH	VERTICAL	5.042	4.5
SIXTH	TALL	3.306	6.82
EIGHTH	HORIZONTAL	10.25	1.61
EIGHTH	VERTICAL	5.042	3.33
EIGHTH	TALL	3.306	4.5
TWELFTH		3.306	3.33
SIXTEENTH		5.042	1.61
BUSINESS CARD		3.306	2.18
EARLUG		1.6157	1.8483

COLUMN WIDTHS:

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|-----------|-----------|
| 1: 1.569" | 4: 6.778" |
| 2: 3.306" | 5: 8.514" |
| 3: 5.042" | 6: 10.25" |

