

2015 PRINT AD SPECIFICATIONS

Parade



New Sizes Effective July 2015.

*Unit must run on the same spread opposite a Full Page or Magazine unit.

AD SIZE	DIMENSIONS (Live Area)
FULL PAGE	8.000 x 9.125
FULL SPREAD	16.250 x 9.125
1/5 STRIP H	8.000 x 1.625
*3/10 V	2.250 x 9.125
3/5 V	4.812 x 9.125
3/5 H	8.000 x 5.437
2/5 V	3.187 x 9.125
2/5 H	8.000 x 3.687
DIGEST	4.562 x 6.562
MAGAZINE	5.750 x 9.125
1/2 V	4.000 x 9.125
1/2 H	8.000 x 4.562
*1/4	4.000 x 4.562
FRONT COVER STRIP	8.000 x .812
1/2 HORIZONTAL SPREAD	16.250 x 4.562
POP-UP UNIT	
POP-UP FRONT/BACK COVER	8.000 x 9.125
POP-UP CENTER SPREAD	16.250 x 9.125