

## Ad Sizes

### Run of Book Sizes

	inches	picas
Full page	7 x 10	42½ x 60
2/3 page	4 <sup>5</sup> / <sub>8</sub> x 10	28 x 60
1/2 page (vertical)	4 <sup>5</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>8</sub>	28 x 45
1/2 page (horizontal)	7 x 4 <sup>7</sup> / <sub>8</sub>	42½ x 29½
1/3 page (vertical)	2¼ x 10	13½ x 60
1/3 page (square)	4 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	28 x 29½
1/6 page (vertical)	2¼ x 4 <sup>7</sup> / <sub>8</sub>	13½ x 29½
1/6 page (horizontal)	4 <sup>5</sup> / <sub>8</sub> x 2 <sup>3</sup> / <sub>8</sub>	28 x 14½
1/12 page	2¼ x 2 <sup>3</sup> / <sub>8</sub>	13½ x 14½

### Bleed Sizes

Page (full bleed)	8½ x 11 <sup>1</sup> / <sub>8</sub> (includes 1/8" bleed on all four sides)
Page (gutter bleed only)	7 <sup>3</sup> / <sub>4</sub> x 10
Spread (full bleed)	16 <sup>3</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>8</sub> (includes 1/8" bleed on top, bottom & outside edges)
Spread (gutter bleed only)	15½ x 10

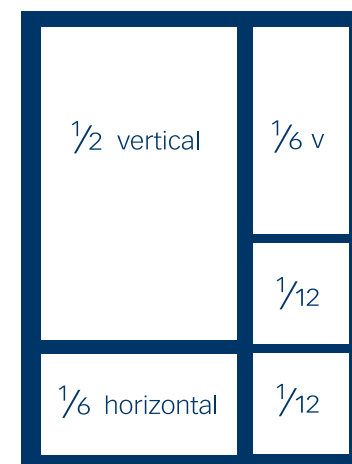
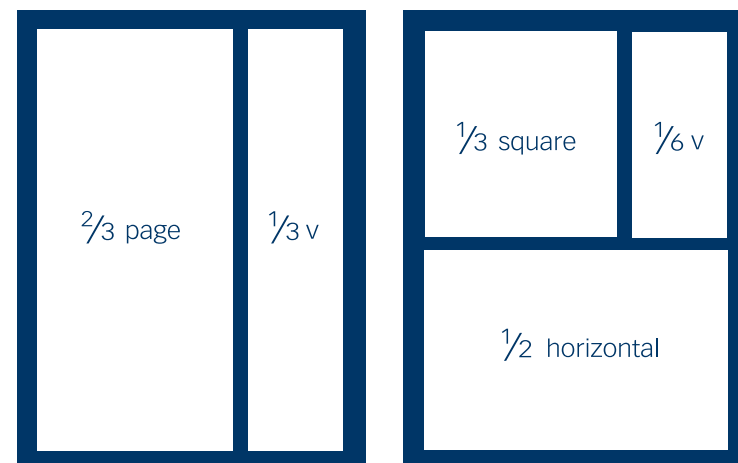
**Magazine Trim Size is 8¼" x 10<sup>7</sup>/<sub>8</sub>".**

**Safety margin:** Keep all live matter ¼" from head and foot trim, and ¼" from outer trim.

### Special Advertising Sections

Call 202-296-1246 for information on ad sizes for special advertising sections such as Estates & Luxury Homes, Looking Good, Travel Directory, "Best Of," Home & Garden, Camp & School, and others.

*Please do not add bleed allowance to fractional ads.*



## Contacts

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