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*Pricing below is per issue, effective for 2010 issues*  
*Color available on 1/4 page size and larger*  
*Add 10% for full page color and add 15% for half page and quarter page color*

Size	Dimension (Columns x Inches)	1 time	2 or 3 time	4 or 5 time	6 time
Full Page	4 x 12.75	1328.79	1288.92	1249.06	1195.91
2/3 Page	4 x 8	831.97	807.01	782.06	748.78
1/2 Page	4 x 6.25	664.39	644.46	624.53	597.95
1/4 Page	2 x 6.25	332.20	322.23	312.26	298.98
15 inch	3 x 5	349.27	338.79	328.32	314.34
10 inch	2 x 5	215.38	208.92	202.46	193.85
9 inch	2 x 4.5, 4 x 2	193.85	188.03	182.22	174.46
8 inch	2 x 4, 4 x 2	172.31	167.14	161.97	155.08
7 inch	2 x 3.5	150.77	146.25	141.72	135.69
6 inch	2 x 3, 3 x 2	129.23	125.35	121.48	116.31
5 inch	1 x 5	107.69	104.46	101.23	96.92
4 inch	1 x 4, 2 x 2	86.15	83.57	80.98	77.54
3 inch	1 x 3	64.62	62.68	60.74	58.15
2 inch	1 x 2	43.08	41.78	40.49	38.77
1 inch	1 x 1	21.54	20.89	20.25	19.38

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Dimensions above are Columns x Inches.  
 For example, the Full Page dimensions above are:

4 columns x 12 3/4 inches.

**Mechanical Specifications:**

1 COLUMN = 2 5/16"  
 2 COLUMN = 4 7/8"  
 3 COLUMN = 7 7/16"  
 4 COLUMN = 10"  
 1/4 Page = 2 COL x 6 1/4"  
 1/2 Page = 4 COL x 6 1/4"  
 2/3 Page = 4 COL x 8"  
 Full Page = 4 COL x 12 3/4"