

3
1 col. = 1.926 in
2 col. $=3.968$ in
3 col. $=5.978$ in
2
4 col. $=8.02$ in
5 col. = 10 in
actual size/inches

Use this handy guide to estimate your advertising sizes. Ask about our frequency advertising programs. The more you run, the more you save!

10 inches $\mathbf{x} 2.5$ inches
1
——"


10 inches x 5.0 inches
1.926 inches $\times 7.5$ inches
3.968 inches $x 7.5$ inches
5.978 inches $\times 7.5$ inches
8.02 inches $\times 7.5$ inches


10 inches $\times 7.5$ inches
+

