

AD SIZE GUIDE for LERA *Perspectives on Work*

11.0 inches = page height

Full page ad with full bleed:

8.75 inches wide by 11.25 inches tall = grey box

Full page ad, no bleed:

7.5 inches wide by 10 inches tall = pink box

Half page ad, horizontal:

7.5 inches wide by 5 inches tall = yellow box

Half page ad, vertical:

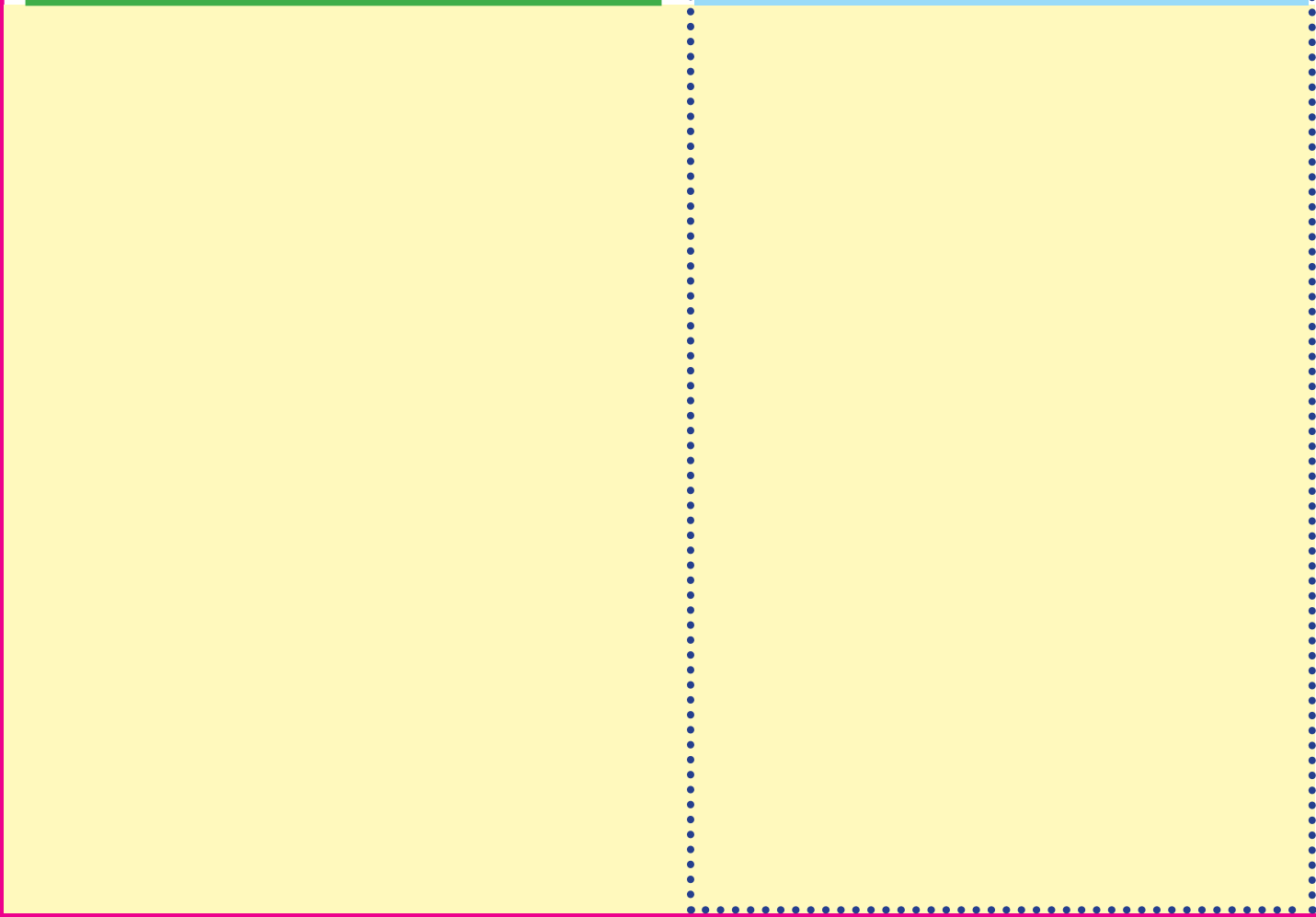
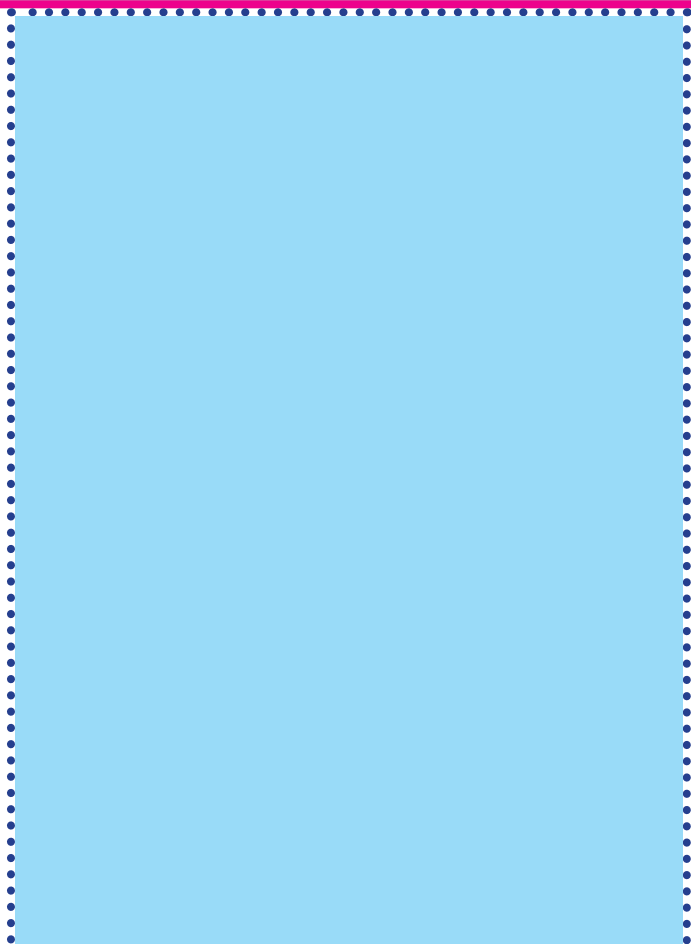
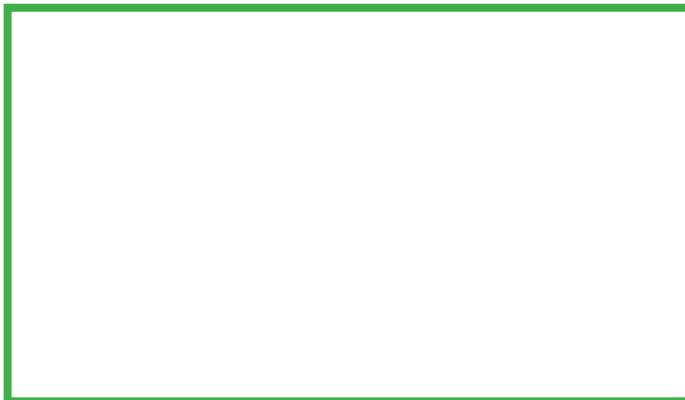
3.5 inches wide by 10 inches tall = dotted-line box

Quarter page ad, vertical:

3.5 inches wide by 5 inches tall = blue box

Business card ad, vertical or horizontal:

2.0 inches by 3.5 inches = green box



8.5 x 11 inch page size = black box

8.5 inches = page width