

The diagram illustrates the dimensions for different ad formats. A large rectangle is divided into four quadrants by a horizontal and a vertical dashed line. The top-left quadrant is labeled 'Full Page: fit within 7-3/4" X 9-3/4"'. The top-right quadrant is labeled 'Half Page: fit within 7-3/4" X 4-3/4"'. The bottom-left quadrant is labeled 'Quarter Page: fit within 3-1/2" X 4-3/4"'. The bottom-right quadrant is labeled 'Business Card: fit within 3-1/2" X 2-1/4"'. Each label is accompanied by a horizontal and a vertical double-headed arrow indicating the dimensions. The top and left edges of the entire diagram are marked with solid lines and arrows, while the internal divisions are marked with dashed lines and arrows.

**Full Page:** fit within 7-3/4" X 9-3/4"

**Half Page:** fit within 7-3/4" X 4-3/4"

**Quarter Page:** fit within 3-1/2" X 4-3/4"

**Business Card:** fit within 3-1/2" X 2-1/4"

**Ad artwork should also be e-mailed as an attachment in one of the following formats:**

- Print ready PDF'S preferred: CMYK, 300 dpi, print-ready
- Adobe InDesign, Illustrator or Photoshop, CMYK, 300dpi
- TIFF or JPG saved as CMYK, 300 dpi
- Saved without any file compression