

PRINT AD SIZES

NEWSPAPER COLUMN SIZES

RETAIL COLUMNS

column	inches
1 col	1.73
2 col	3.56
3 col	5.38
4 col	7.21
5 col	9.04
6 col	10.87

CLASSIFIED COLUMNS

column	inches
1 col	1.73
2 col	3.56
3 col	5.38
4 col	7.21
5 col	9.04
6 col	10.87

NY LEGAL COLUMNS

column	inches
1 col	2.095
2 col	4.290
3 col	6.485
4 col	8.681
5 col	10.876

RETAIL BROADSHEET FULL PAGE

10.87" X 20.5"

RETAIL BROADSHEET DOUBLE TRUCK

22.625" X 20.5"

CLASSIFIED BROADSHEET FULL PAGE

10.87" X 20.5"

CLASSIFIED BROADSHEET DOUBLE TRUCK

22.625" X 20.5"

SPECIALTY PUBLICATION SIZES

VISITORS GUIDE

ad size	dimensions
Full Page with full bleed	8.25" x 10.75"
trim size	7.75" x 10"
live area	7.25" x 9.5"
Half Page	7.25" x 4.5"
Sixth Page Horizontal	4.75" x 2.25"
Sixth Page Vertical	2.25" x 4.5"
Third Page Horizontal	4.75" x 4.5"
Third Page Vertical	2.25" x 9.5"

MAGAZINES

ad size	dimensions
Full Page with full bleed	8.25" x 10.75"
trim size	8.00" x 10.5"
live area	7.25" x 9.5"
Half Page	7.25" x 4.5"
Quarter Page Horizontal	7.25" x 2.25"
Two Thirds Page Vertical	4.75" x 9.5"
Third Page Horizontal	4.75" x 4.5"
Third Page Vertical	2.25" x 9.5"
Sixth Page Horizontal	4.75" x 2.25"
Sixth Page Vertical	2.25" x 4.5"
Twelfth Page	2.25" x 2.25"

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220 So. Warren Street, Syracuse, NY 13202
315.470.2088

www.advancemediany.com

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