

Unit	Actual Size Width / Height	Section / Page	Unit	Actual Size Width / Height	Section / Page
3 x 1.5	2.75" x 1.43"		~35x 2	3.22" x 1.49"	A Top Banner
3 x 4	2.75" x 3.98"		~2 x 2	1.8" x 1.75"	B,C,D. Top Banner
3 x 5	2.75" x 5"	E	~3 x 2	2.75" x 1.75"	B,C,D,G. Top Banner
3 x 8	2.75" x 8.06"		~5 x 2	4.65" x 1.75"	B,C,D,G. Top Banner
3 x 10	2.75" x 10.1"	E	~6 x 2	5.6" x 1.75"	BCD Top Banner
3 x 11	2.75" x 11.12"		~8 x 2	7.5" x 1.75"	B,C,D,G. Top Banner
4 x 3	3.7" x 2.96"		~2 x 2	1.8" x 1.94"	B Side Banner
4 x 4	3.7" x 3.98"		~2 x 3.5	1.8" x 3.47"	B Side Banner
4 x 6	3.7" x 6.02"		~2 x 4	1.8" x 3.98"	A Side Banner
6 x 2	5.6" x 1.94"		~2 x 4	1.8" x 3.98"	B Side Banner
6 x 4	5.6" x 3.98"		~2 x 5	1.8" x 5"	B Side Banner
6 x 6	5.6" x 6.02"		~2 x 6	1.8" x 6.02"	B Side Banner
6 x 8	5.6" x 8.06"		~2 x 9	1.8" x 9.08"	D Side Banner
6 x 10	5.6" x 10.1"	( Vertical 1/4 Page )	~2 x 12	1.8" x 12.14"	B Side Banner
9 x 4	8.45" x 3.98"		~2 x 14	1.8" x 14.18"	B Side Banner
12 x 1	11.3" x 0.92"				
12 x 2	11.3" x 1.94"				
12 x 3	11.3" x 2.96"				
12 x 4	11.3" x 3.98"				
12 x 5	11.3" x 5"	( Horizontal 1/4 Page )			
12 x 6	11.3" x 6.02"	( Front Page )			
12 x 7	11.3" x 7.04"				
12 x 8	11.3" x 8.06"				
12 x 9	11.3" x 9.08"				
12 x 10	11.3" x 10.1"	( Horizontal 1/2 Page )			
12 x 20	11.3" x 20.3"	( Full Page )			
24 x 20	23.65" x 20.3"	( Double Spread )			

	Actual Size Width / Height		Actual Size Width / Height
<i>Sunday Weekly &amp; Special Issue</i>		<i>Chinese Lunar Calendar</i>	
Cover Page (Sunday Weekly)	8.5" x 3.2"	Cover Page	5.9" x 6.3"
Cover Page (Special Issue)	9" x 8"	Full Page (Bleed*)	7.5" x 10.2"
Full Page	9.44" x 10.44"	Half Page	6.1" x 3.9"
Half Page (Horizontal)	9.44" x 5.12"	Top Banner	3" x 0.8"
Half Page (Vertical)	4.62" x 10.44"		
1/4 page (Horizontal)	9.44" x 2.5"	<i>New Car Preview / Home &amp; Garden</i>	
1/4 page (Vertical)	4.62" x 5.12"	Full Page (Bleed*)	7.5" x 10.2"
Double Spread	19.75" x 10.44"	Half Page	6.6" x 3.9"
Color Full Page (Bleed*) (Special Issue)	10.5" x 11.75"	Double Spread (Bleed*)	15" x 10.2"
<i>Appointment Book (Year Book)</i>			
Cover Full Page (Bleed*)	6.51" x 8.52"		
Full Page	5.6" x 8"		
1/2 Page	5.6" x 3.9"		

\*Bleed AD should allow minimum 1/4"(0.25 inches / 0.65 cm) bleed. Live area (ad shown) should have 1/4"(0.25 inches / 0.65 cm) space from the trim size.

