

# UYP AD SIZES

	NORTH 3-Col						SOUTH 4-Col						Rossmoor					
DIRECTORY SIZE (WIDTH x HEIGHT)	7" x 10"						7" or 8" x 10"						8.25" x 10.75"					
	POINTS		INCHES		PICAS		POINTS		INCHES		PICAS		POINTS		INCHES		PICAS	
	W	H	W	H	W	H	W	H	W	H	W	H	W	H	W	H	W	H
<b>DISPLAY ADS</b>																		
QC	132	160	1.83	2.22	11p	13p4	107	160	1.48	2.22	8p11	13p4	170	168	2.36	2.33	14p2	14p
HC	132	326	1.83	4.52	11p	27p2	107	326	1.48	4.52	8p11	27p2	170	343	2.36	4.76	14p2	28p7
DQC	270	160	3.75	2.22	22p6	13p4	220	160	3.05	2.22	18p4	13p4	349	168	4.84	2.33	29p1	14p
TQC	408	160	5.66	2.22	34p	13p4	333	160	4.62	2.22	27p9	13p4	528	168	7.33	2.33	44p	14p
DHC	270	326	3.75	4.52	22p6	27p2	220	326	3.05	4.52	18p4	27p2	349	343	4.84	4.76	29p1	28p7
THCC							333	326	4.62	4.52	27p9	27p2						
HPC	408	326	5.66	4.52	34p	27p2	446	326	6.19	4.52	37p2	27p2	528	343	7.33	4.76	44p	28p7
TTP	270	658	3.75	9.13	22p6	54p10							349	693	4.84	9.62	29p1	57p9
TQPVC							333	658	4.62	9.13	27p9	54p10						
FP	408	658	5.66	9.13	34p	54p10	446	658	6.19	9.13	37p2	54p10	528	693	7.33	9.62	44p	57p9
CPNC	392	122	5.44	1.69	32p8	10p2							492	120	6.83	1.66	40p12	10p
WBT & CBT	414	72	5.75	1	34p6	6p	450	72	6.25	1	37p6	6p	504	72	7	1	42p	6p
½ WBT	203	72	2.81	1	16p11	6p	221	72	3.06	1	18p5	6p	248	72	3.45	1	20p8	6p
<b>IN-COLUMN ADS</b>																		
TM	140	108	1.94	1.5	11p8	9p	112	90	1.55	1.25	9p4	7p6	164	108	2.27	1.5	13p8	9p
CTM	140	180	1.94	2.5	11p8	15p	112	171	1.55	2.37	9p4	14p3	164	171	2.27	2.37	13p8	14p3
2HS	140	72	1.94	1.0	11p8	6p	112	72	1.55	1.0	9p4	6p	164	72	2.27	1	13p8	6p
3HS	140	108	1.94	1.5	11p8	9p	112	108	1.55	1.5	9p4	9p	164	108	2.27	1.5	13p8	9p
4HSA	140	144	1.94	2.0	11p8	12p	112	144	1.55	2.0	9p4	12p	164	144	2.27	2	13p8	12p
5HSA	140	180	1.94	2.5	11p8	15p	112	180	1.55	2.5	9p4	15p	164	180	2.27	2.5	13p8	15p
<b>SPECIALTY ITEMS</b>																		
TIP-ON*	396	396	5.5	5.5	33p	33p							396	396	5.5	5.5	33p	33p
<b>COVER ADS:</b>																		
QTR-CVR	202	326	2.80	4.52	16p10	27p2	220	326	3.05	4.52	18p4	27p2	255	345	3.54	4.79	21p3	28p9
HPC-CVR	408	326	5.66	4.52	34p	27p2	446	326	6.19	4.52	37p2	27p2	522	345	7.25	4.79	43p6	28p9
FPC-CVR	408	658	5.66	9.13	34p	54p10	446	658	6.19	9.13	37p2	54p10	522	701	7.25	9.73	43p6	58p5
HBR-CVR (Half Banner)	203	81	2.81	1.12	16p11	6p9							266	90	3.7	1.25	22p2	7p6
FBR-CVR (Full Banner)	414	81	5.75	1.12	34p6	6p9							540	90	7.5	1.25	45p	7p6
SBR-CVR (Spine Banner)	477	45	6.62	.625	39p9	3p9							540	45	7.5	.625	45p	3p9
FCF-FLAP ONLY (Cover Flap)	234	666	3.25	9.25	19p6	55p6	234	666	3.25	9.25	19p6	55p6	234	701	3.25	9.73	19p6	58p5
<b>TABBED INSERT:</b>	(See FP Above)						(See FP Above)						(See FP Above)					
<b>ALL TABS ARE SAME SIZE AS DIRECTORY</b>	<p>Tabs are the same size as the applicable directory. However, customer-supplied files for Tabs shall be sized to FP (Full Page). UYP will place these files onto the directory-sized tab background. Customer shall specify the Tab's perimeter background color, along with verbage for tab flap (preferably Company Name ONLY, or otherwise limited to 5 words)</p>																	

**■ = NORTH BOOKS ONLY**

\*All ad sizes are subject to change as a result of pagination modifications.

**Issue: 03/26/09**