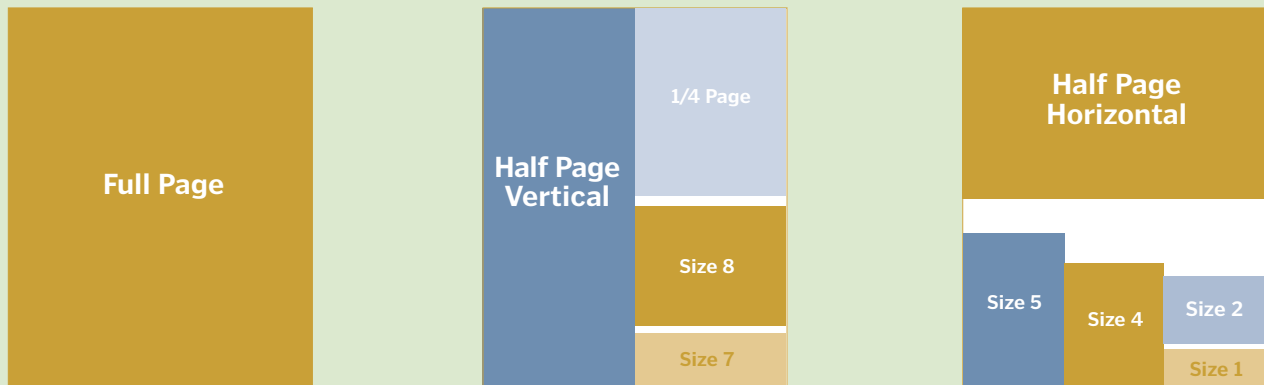
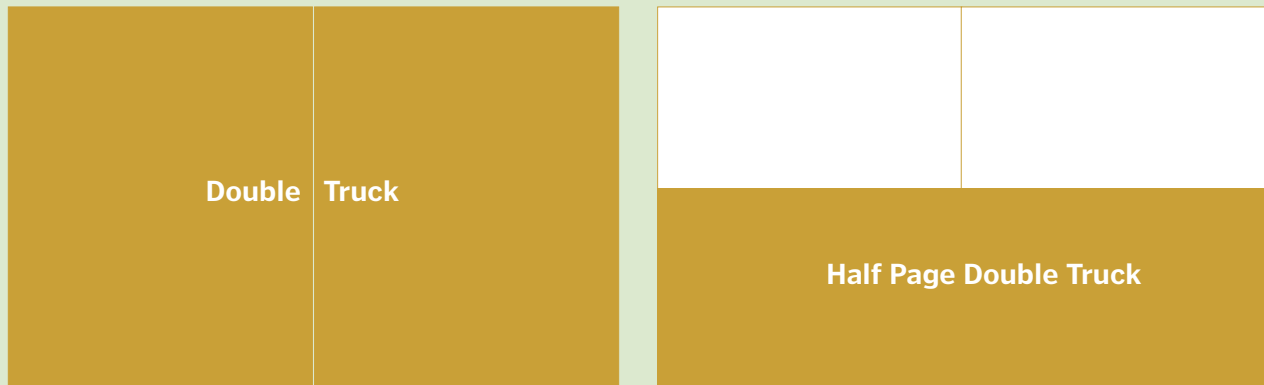


# MODULARSIZING2009/10

## WEEKDAY MODULAR SIZES



WEEKDAY SIZES	Dimensions	Inches Wide	Inches Deep
Double Truck	12.5 col. x 12.5"	20.750	12.50
1/2 Double Truck	12.5 col. x 6.125"	20.750	6.125
Full Page	6 col. x 12.5"	10.000	12.50
1/2 Page Vertical	3 col. x 12.5"	4.916	12.50
1/2 Page Horizontal	6 col. x 6.125"	10.000	6.125
1/4 Page	3 col. x 6.125"	4.916	6.125
Size 8	3 col. x 4.30"	4.916	4.30
Size 7	3 col. x 1.775"	4.916	1.775
Size 5	2 col. x 5"	3.388	5.00
Size 4	2 col. x 4"	3.388	4.00
Size 2	2 col. x 2"	3.388	2.00
Size 1	2 col. x 1"	3.388	1.00

# MODULARSIZING2009/10

## WEEKEND MODULAR SIZES

### DOMINANCE



**Double Page Spread**  
Retail - 21.887" x 20.75"  
Class - 21.883" x 20.75"



**1/2 Double Page Spread**  
Retail - 21.887" x 10.375"  
Class - 21.833" x 10.375"



**Full Page**  
Retail - 10.388" x 20.75"  
Class - 10.386" x 20.75"



**Prestige**  
Retail - 10.388" x 18.0"  
Class - 10.386" x 18.0"

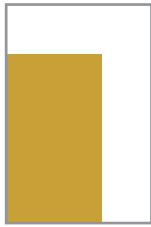


**Dominant**  
Retail - 8.638" x 18.0"  
Class - 8.297" x 18.0"



**3/5 Page**  
Retail - 8.638" x 16.0"  
Class - 7.253" x 15.0"

### IMPACT



**Impress**  
Retail - 6.888" x 16.0"  
Class - 6.208" x 16.0"



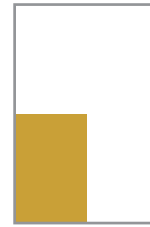
**1/2 Page Vert.**  
Retail - 5.138" x 20.75"  
Class - 5.164" x 20.75"



**1/2 Page Horiz.**  
Retail - 10.388" x 10.375"  
Class - 10.386" x 10.375"

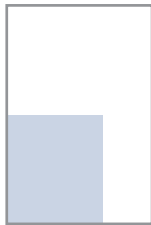


**Skyscraper**  
Retail - 3.388" x 20.75"  
Class - 3.076" x 20.75"

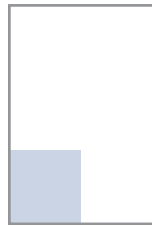


**1/4 Page Vert.**  
Retail - 5.138" x 10.375"  
Class - 5.164" x 10.375"

### BREAKTHROUGH



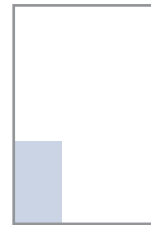
**1/3 Page**  
Retail - 6.888" x 10.5"  
Class - 6.208" x 10.5"



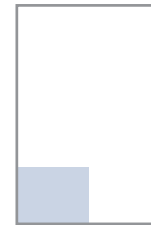
**1/6 Page**  
Retail - 5.138" x 7.0"  
Class - 5.164" x 6.0"



**Banner**  
Retail - 10.388" x 2.0"  
Class - 10.386" x 2.0"



**1/8 Page Vert.**  
Retail - 3.388" x 7.75"  
Class - 4.119" x 6.5"



**1/8 Page Horiz.**  
Retail - 5.138" x 5.25"  
Class - 5.164" x 5.25"

### PRESENCE



**1/2 Banner**  
Retail - 5.138" x 2.0"  
Class - 5.164" x 2.0"



**Size One**  
Retail - 3.388" x 1.0"  
Class - 2.030" x 1.0"



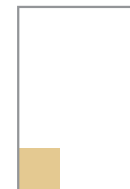
**Size Two**  
Retail - 3.388" x 2.0"  
Class - 4.119" x 2.0"



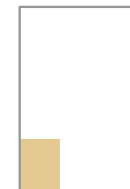
**Size Three**  
Retail - 3.388" x 3.0"  
Class - 4.119" x 3.0"



**Size Four**  
Retail - 3.388" x 4.0"  
Class - 4.119" x 4.0"



**Size Five**  
Retail - 3.388" x 5.0"  
Class - 4.119" x 5.0"



**Size Six**  
Retail - 3.388" x 6.0"  
Class - 4.119" x 6.0"