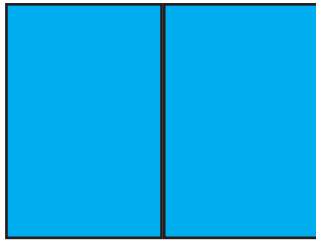


Standard Modular sizes

'DOMINANCE' (>1/2 page)



DOUBLE PAGE SPREAD
(210%)
22" x 20.858"



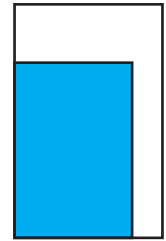
1/2 DOUBLE PAGE SPREAD
(104%)
22" x 10.358"



FULL PAGE
(100%)
10.5" x 20.858"

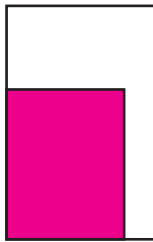


2/3 PAGE
(65%)
10.5" x 13.571"

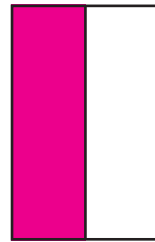


3/5 PAGE
(60%)
8.383" x 15.786"

'IMPACT' (1/2 to 1/4 page)



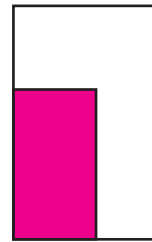
1/2 PAGE IMPACT
(52%)
8.383" x 13.571"



1/2 PAGE VERT.
(50%)
5.208" x 20.858"



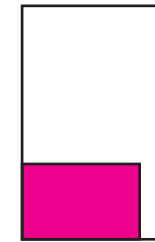
1/2 PAGE HORIZ.
(50%)
10.5" x 10.358"



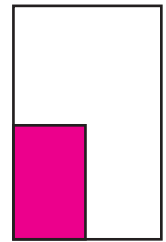
1/3 PAGE IMPACT
(39%)
6.267" x 13.571"



1/3 PAGE
(33%)
10.5" x 6.858"

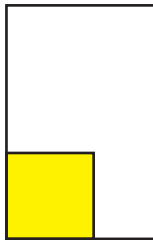


1/4 PAGE IMPACT
(26%)
8.383" x 6.858"

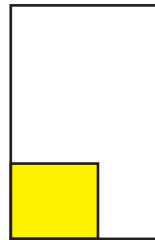


1/4 PAGE VERT.
(25%)
5.208" x 10.358"

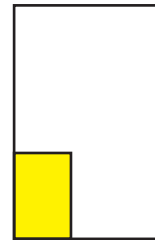
'BREAKTHROUGH' (<1/4 to 1/8 page)



1/5 PAGE BREAKTHROUGH
(23%)
6.267" x 7.858"



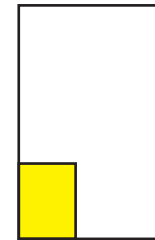
1/5 PAGE
(20%)
6.267" x 6.858"



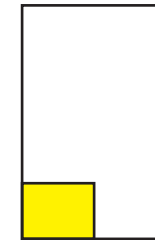
1/7 PAGE
(15%)
4.150" x 7.858"



BANNER
(14%)
10.5" x 2.858"

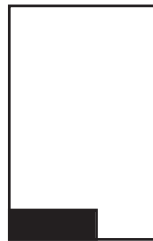


1/8 PAGE VERT.
(13%)
4.150" x 6.858"

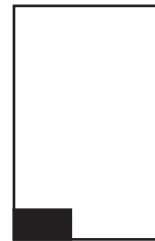


1/8 PAGE HORIZ.
(12%)
5.208" x 5.142"

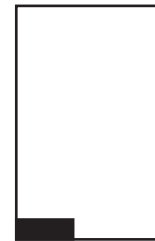
'PRESENCE' (less than 1/8 page)



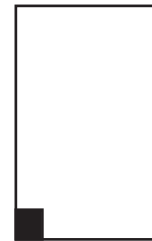
EIGHT(8%)
6.267" x 2.858"



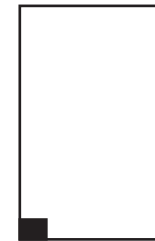
FIVE (5%)
4.150" x 2.858"



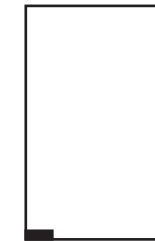
FOUR (4%)
4.150" x 2.034"



THREE (3%)
2.034" x 2.858"



TWO (2%)
2.034" x 2"



ONE (1%)
2.034" x 1"

Subject to change
 Percentages
 have been
 rounded