

BACK PAGE (1/2 Page Fold)

15 Column Inches

Column 1

Column 2

Column 3

1 column inch

Margin
leave 1/4"
all around

Typical 1/2 fold back page measures 8" x 5.25". But you don't want to crowd the address section. Using three 2.66" columns, each at 5" high, you get a total of 15 column inches to sell.

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Publication Name

Box or Street Address
City, ST ZIP

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