

BACK PAGE (Tri-Fold)

21 Column Inches

Column 1

Column 2

Column 3

1 column inch

Margin
leave 1/4"
all around

Margin
leave 1/4"
all around

Typical tri-fold back page measures about 8" x 7". But again, you don't want to crowd the address section. Using three 2.66" columns, each at 7" high, you get a total of 21 column inches to sell.

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