

2 Inches

# MASTHEAD

26.25 Column Inches

Column 1

Column 2

Column 3

2 column inches

1 column inch

1/2 column inch

Margin  
leave 1/4"  
all around

The front page ad area (in yellow) is 8" wide & 8.75" high. This gives you space for 3 columns, each one 2.66" wide and 8.75" high. A column that is 8.75" high gives you 8.75 column inches. So you get 26.25 total column inches (3 x 8.75) to sell on a typical front page layout.