

CUSTOM WOOD BUSINESS (CWB)
CUSTOM WOOD BUSINESS GUIDE (CWG)
WOOD & WOOD PRODUCTS (WWP)
REDBOOK (RED) once a year
CLOSETS (CLO)

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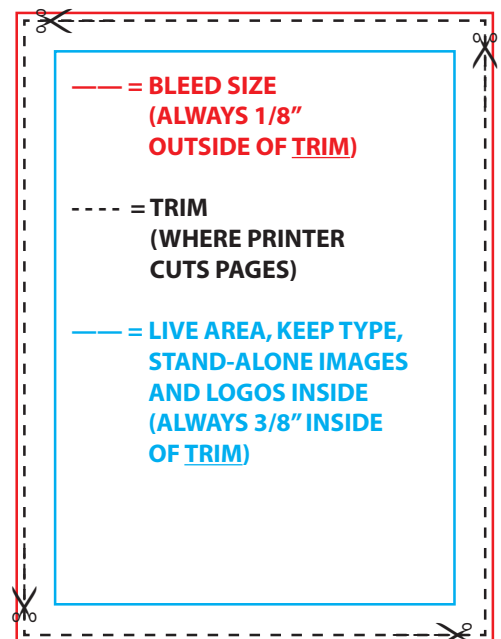
PAGE TRIM: 7.875 x 10.75
SPREAD TRIM: 15.75 x 10.75

PAGE BLEED: 8.125 x 11
SPREAD BLEED: 16 x 11

*THESE ARE NEW TRIM SIZES
 AS OF MARCH 2009 ISSUES*

| STANDARD AD SIZES | WIDTH | DEPTH | |
|-----------------------------|--------|-------|--|
| Spread BLEED † | 16 | 11 | leave 3/16" either side of fold for safety |
| Spread | 15 | 10 | leave 3/16" either side of fold for safety |
| Full Page BLEED † | 8.125 | 11 | |
| Full Page | 7 | 10 | |
| 2/3 Page BLEED † | 5 | 11 | |
| 2/3 Page | 4.5625 | 10 | |
| 1/2 Page Horizontal BLEED † | 8.125 | 5.5 | |
| 1/2 Page Horizontal | 7 | 4.875 | |
| 1/2 Page Vertical BLEED † | 4 | 11 | |
| 1/2 Page Vertical | 3.375 | 10 | |
| 1/2 Page Island | 4.5625 | 7.375 | |
| 1/3 Page Vertical BLEED † | 2.75 | 11 | |
| 1/3 Page Vertical | 2.1875 | 10 | |
| 1/3 Page Square | 4.5625 | 4.875 | |
| 1/4 Page Vertical | 3.375 | 4.875 | |
| 1/4 Page Horizontal | 7 | 2.375 | |
| 1/6 Page Marketplace | 2.125 | 4.875 | |
| 1/8 Banner | 7 | 1.125 | |

† Leave a 1/2" safety margin inside BLEED ad dimensions.



| DECIMAL EQUIVALENTS | | | | | |
|---------------------|--------|---------|--------|---------|--------|
| 1 / 32 | .03125 | 3 / 8 | .375 | 23 / 32 | .71875 |
| 1 / 16 | .0625 | 13 / 32 | .40625 | 3 / 4 | .75 |
| 3 / 32 | .09375 | 7 / 16 | .4375 | 25 / 32 | .78125 |
| 1 / 8 | .125 | 15 / 32 | .46875 | 13 / 16 | .8125 |
| 5 / 32 | .15625 | 1 / 2 | .5 | 27 / 32 | .84375 |
| 3 / 16 | .1875 | 17 / 32 | .53125 | 7 / 8 | .875 |
| 7 / 32 | .21875 | 9 / 16 | .5625 | 29 / 32 | .90625 |
| 1 / 4 | .25 | 19 / 32 | .59375 | 15 / 16 | .9375 |
| 9 / 32 | .28125 | 5 / 8 | .625 | 31 / 32 | .96875 |
| 5 / 16 | .3125 | 21 / 32 | .65625 | | |
| 11 / 32 | .34375 | 11 / 16 | .6875 | | |

