

DISPLAY ADS	WIDTH	HEIGHT	WIDTH	HEIGHT
QC	1.694in.	2.194in.	10p2	13p2
DQC	3.451in.	2.194in.	20p8.5	13p2
TQC	5.208in.	2.194in.	31p3	13p2
DHC	3.451in.	4.5in.	20p8.5	27p0
THC	5.208in.	4.5in.	31p3	27p0
HP	6.965in.	4.5in.	41p9.5	27p0
TQP	6.965in.	6.819in.	41p9.5	40p11
FP	6.965in.	9.125in.	41p9.5	54p9
HS	1.694in.		10p2	
TM	1.694in.		10p2	
4HSA	1.694in.	2.069in.	10p2	12p5
5HSA	1.694in.	2.569in.	10p2	15p5
6HSA	1.694in.	3.069in.	10p2	18p5

COUPONS	WIDTH	HEIGHT
CPN 2H	6.965in.	1.657in.
CPN 4H	6.965in.	3.524in.
CPN 6H	6.965in.	5.391in.
CPN BA	6.965in.	9.125in.

**RATIO OF LINES OF TEXT TO PHONE NUMBERS**

**1HS**

TEXT LINES	PHONE #'S
0	4
1	3
2	3
3	2

**2HS**

TEXT LINES	PHONE #'S
0	8
1	7
2	6
3	5
4	4
5	3
6	2

**3HS**

TEXT LINES	PHONE #'S
0	11
1	10
2	9
3	8
4	7
5	6
6	5
7	4
8	3
9	2

**4HS**

TEXT LINES	PHONE #'S
0	14
1	13
2	12
3	11
4	10
5	9
6	8
7	7
8	6
9	5
10	4
11	3
12	2

**5HS**

TEXT LINES	PHONE #'S
0	17
1	16
2	15
3	14
4	13
5	12
6	11
7	10
8	9
9	8
10	7
11	6
12	5
13	4
14	3
15	2

**6HS**

TEXT LINES	PHONE #'S
0	20
1	19
2	18
3	17
4	16
5	15
6	14
7	13
8	12
9	11
10	10
11	9
12	8
13	7
14	6
15	5
16	4
17	3
18	2

**CHARACTERS PER LINE: TALL 2 - 1HS**

**LIST AS NAME - BOLD** ..... 41  
**Address Line for 7 Digit Phone Number** ..... 51  
**Address Line for 10 Digit Phone Number** ..... 48

**Body Text 6pt**

**BODY TEXT - UPPER CASE BOLD** ..... 61  
**BODY TEXT - UPPER CASE PLAIN** ..... 61  
**body text - lower case bold** ..... 74  
**body text - lower case plain** ..... 82

**CHARACTERS PER LINE: TALL 2 - 2HS & UP**

**LIST AS NAME - BOLD** ..... 41  
**Address Line for 7 Digit Phone Number** ..... 31  
**Address Line for 10 Digit Phone Number** ..... 33

**Body Text 8pt-10pt**

**BODY TEXT - UPPER CASE BOLD** .....8pt 46... 9pt 41.... 10pt 37  
**BODY TEXT - UPPER CASE PLAIN** .....8pt 46 ... 9pt 41 .... 10pt 37  
**body text - lower case bold** .....8pt 56 ... 9pt 50.... 10pt 45  
**body text - lower case plain** .....8pt 62 ... 9pt 55 .... 10pt 50

**CHARACTERS PER LINE: TALL 3 - 1HS**

**LIST AS NAME - BOLD** ..... 32  
**Address Line for 7 Digit Phone Number** ..... 32  
**Address Line for 10 Digit Phone Number** ..... 29

**Body Text 6pt**

**BODY TEXT - UPPER CASE BOLD** ..... 41  
**BODY TEXT - UPPER CASE PLAIN** ..... 41  
**body text - lower case bold** ..... 50  
**body text - lower case plain** ..... 56

**CHARACTERS PER LINE: TALL 3 - 2HS & UP**

**LIST AS NAME - BOLD** ..... 32  
**Address Line for 7 Digit Phone Number** ..... 23  
**Address Line for 10 Digit Phone Number** ..... 20

**Body Text 8pt-10pt**

**BODY TEXT - UPPER CASE BOLD** .....8pt 32 ... 9pt 29.... 10pt 26  
**BODY TEXT - UPPER CASE PLAIN** .....8pt 32 ... 9pt 29.... 10pt 26  
**body text - lower case bold** .....8pt 39 ... 9pt 35.... 10pt 32  
**body text - lower case plain** .....8pt 44 ... 9pt 39.... 10pt 35

**CHARACTERS PER LINE: SHORT 2 - 1HS**

**LIST AS NAME - BOLD** ..... 35  
**Address Line for 7 Digit Phone Number** ..... 42  
**Address Line for 10 Digit Phone Number** ..... 38

**Body Text 6pt**

**BODY TEXT - UPPER CASE BOLD** ..... 52  
**BODY TEXT - UPPER CASE PLAIN** ..... 52  
**body text - lower case bold** ..... 60  
**body text - lower case plain** ..... 67

**CHARACTERS PER LINE: SHORT 2 - 2HS & UP**

**LIST AS NAME - BOLD** ..... 35  
**Address Line for 7 Digit Phone Number** ..... 30  
**Address Line for 10 Digit Phone Number** ..... 27

**Body Text 8pt-10pt**

**BODY TEXT - UPPER CASE BOLD** .....8pt 39 ... 9pt 35.... 10pt 32  
**BODY TEXT - UPPER CASE PLAIN** .....8pt 39 ... 9pt 35.... 10pt 32  
**body text - lower case bold** .....8pt 47 ... 9pt 42.... 10pt 38  
**body text - lower case plain** .....8pt 53 ... 9pt 47 .... 10pt 42

**CHARACTERS PER LINE: SHORT 3 - 1HS**

**LIST AS NAME - BOLD** ..... 35  
**Address Line for 7 Digit Phone Number** .....22  
**Address Line for 10 Digit Phone Number** ..... 18

**Body Text 6pt**

**BODY TEXT - UPPER CASE BOLD** ..... 31  
**BODY TEXT - UPPER CASE PLAIN** ..... 36  
**body text - lower case bold** ..... 40  
**body text - lower case plain** ..... 47

**CHARACTERS PER LINE: SHORT 3 - 2HS & UP**

**LIST AS NAME - BOLD** ..... 35  
**Address Line for 7 Digit Phone Number** ..... 22  
**Address Line for 10 Digit Phone Number** ..... 19

**Body Text 8pt-10pt**

**BODY TEXT - UPPER CASE BOLD** .....8pt 32 ... 9pt 29.... 10pt 26  
**BODY TEXT - UPPER CASE PLAIN** .....8pt 32 ... 9pt 29.... 10pt 26  
**body text - lower case bold** .....8pt 39 ... 9pt 35.... 10pt 31  
**body text - lower case plain** .....8pt 44 ... 9pt 39.... 10pt 35

**CHARACTERS PER LINE: SHORT 4 - 1HS**

**LIST AS NAME - BOLD** ..... 24  
**Address Line for 7 Digit Phone Number** ..... 26  
**Address Line for 10 Digit Phone Number** ..... 23

**Body Text 6pt**

**BODY TEXT - UPPER CASE BOLD** ..... 36  
**BODY TEXT - UPPER CASE PLAIN** ..... 36  
**body text - lower case bold** ..... 43  
**body text - lower case plain** ..... 47

**CHARACTERS PER LINE: SHORT 4 - 2HS & UP**

**LIST AS NAME - BOLD** ..... 24  
**Address Line for 7 Digit Phone Number** ..... 21  
**Address Line for 10 Digit Phone Number** ..... 17

**Body Text 8pt-10pt**

**BODY TEXT - UPPER CASE BOLD** .....8pt 27 ... 9pt 24.... 10pt 21  
**BODY TEXT - UPPER CASE PLAIN** .....8pt 27 ... 9pt 24 .... 10pt 21  
**body text - lower case bold** .....8pt 32 ... 9pt 29.... 10pt 26  
**body text - lower case plain** .....8pt 32 ... 9pt 32 .... 10pt 29

**RATIO OF LINES OF TEXT TO PHONE NUMBERS**

**4HSA**

TEXT LINES	PHONE #'S
0	11
1	10
2	9
3	8
4	7
5	6
6	5
7	4
8	3
9	2

**5HSA**

TEXT LINES	PHONE #'S
0	14
1	13
2	12
3	11
4	10
5	9
6	8
7	7
8	6
9	5
10	4
11	3
12	2

**6HSA**

TEXT LINES	PHONE #'S
0	17
1	16
2	15
3	14
4	13
5	12
6	11
7	10
8	9
9	8
10	7
11	6
12	5
13	4
14	3
15	2