

DISPLAY ADS	WIDTH	HEIGHT	WIDTH	HEIGHT
QC	2.041in.	2.375in.	12p3	14p3
HC	2.041in.	4.875in.	12p3	29p3
DHC	4.125in.	4.875in.	24p9	29p3
HP	6.25in.	4.875in.	37p6	29p3
DC	4.125in.	9.875in.	24p9	59p3
DQC	4.125in.	2.375in.	24p9	14p3
TQC	6.25in.	2.375in.	37p6	14p3
TTC	6.25in.	7.375in.	37p6	44p3
FP	6.25in.	9.875in.	37p6	59p3
HS	2.041in.		12p3	
TM	2.041in.		12p3	
4HSA	2.041in.	2.059in.	12p3	12p4.25
5HSA	2.041in.	2.559in.	12p3	15p4.25
6HSA	2.041in.	3.059in.	12p3	18p4.25

COUPONS	WIDTH	HEIGHT
CPN 2H	6.25in.	1.8752in.
CPN 4H	6.25in.	3.8753in.
CPN 6H	6.25in.	5.8753in.
CPN BA	6.25in.	9.875in.

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 BOLD8pt 46... 9pt 41.... 10pt 37
 BODY TEXT - UPPER CASE PLAIN8pt 46 ... 9pt 41 10pt 37
body text - lower case bold8pt 56... 9pt 50.... 10pt 45
 body text - lower case plain8pt 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 BOLD8pt 32 ... 9pt 29.... 10pt 26
 BODY TEXT - UPPER CASE PLAIN8pt 32 ... 9pt 29.... 10pt 26
body text - lower case bold8pt 39 ... 9pt 35.... 10pt 32
 body text - lower case plain8pt 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 BOLD8pt 39 ... 9pt 35.... 10pt 32
 BODY TEXT - UPPER CASE PLAIN8pt 39 ... 9pt 35.... 10pt 32
body text - lower case bold8pt 47 ... 9pt 42.... 10pt 38
 body text - lower case plain8pt 53 ... 9pt 47 10pt 42

CHARACTERS PER LINE: SHORT 3 - 1HS

LIST AS NAME - BOLD 35
Address Line for 7 Digit Phone Number22
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 BOLD8pt 32 ... 9pt 29.... 10pt 26
 BODY TEXT - UPPER CASE PLAIN8pt 32 ... 9pt 29.... 10pt 26
body text - lower case bold8pt 39 ... 9pt 35.... 10pt 31
 body text - lower case plain8pt 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 BOLD8pt 27 ... 9pt 24.... 10pt 21
 BODY TEXT - UPPER CASE PLAIN8pt 27 ... 9pt 24 10pt 21
body text - lower case bold8pt 32 ... 9pt 29.... 10pt 26
 body text - lower case plain8pt 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