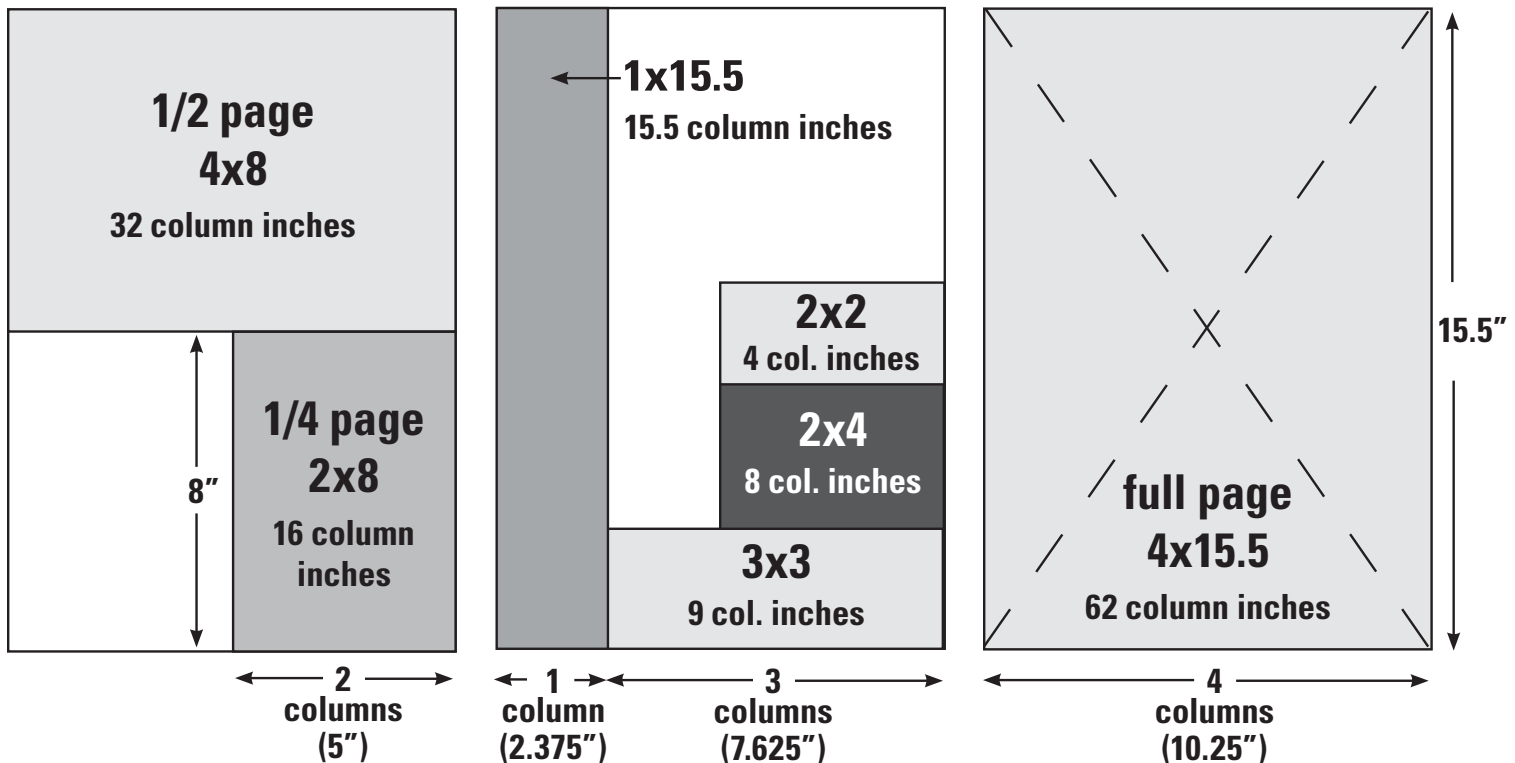


ad size quick reference guide

Please see the EdCal Display Ad Rate Card for complete information on ad rates, artwork specifications and submittal, insertion requests and payment options.



On the chart above, the first number indicates **column width**, from 1 to 4 columns, while the second number indicates **vertical inches**. A 4x8 ad is 4 columns (10.25") wide by 8" tall. See width dimensions chart below for column-to-inch comparisons.

To determine ad cost, the total column inches are found by multiplying the number of columns (width) by the number of inches (height). The minimum ad size is 4 column inches (either a 2x2 or 1x4 size).

width dimensions

- 1 column 2.375 inches (14.6 picas)
- 2 columns 5 inches (30 picas)
- 3 columns 7.625 inches (46 picas)
- 4 columns 10.25 inches (61.6 picas)