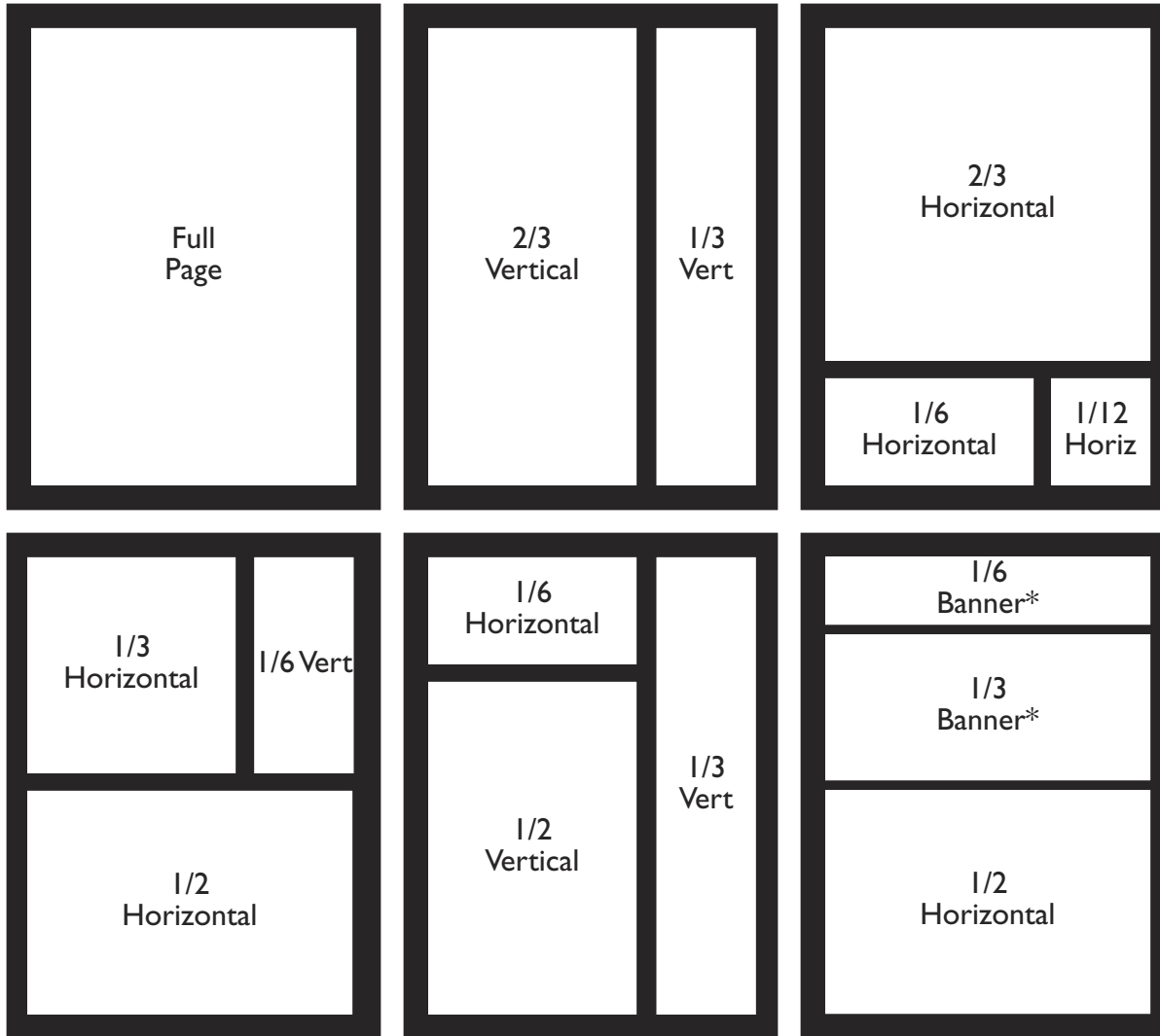


LSM & LSTG Print Advertising Size Specifications – 2018-19



Ad Size	Pica Measure	Inch Measure
Trim (1.0000)	48.75p x 65p	8.125" x 10.875"
Bleed (1.0000)	50.25p x 66.75p	8.375" x 11.125"
Full (1.0000)	42p x 59p	7" x 9.833"
Marketplace	42p x 58p	7" x 9.667"
2/3 H (0.6667)	42p x 44p	7" x 7.375"
2/3 V (0.6667)	27.5p x 59p	4.583" x 9.833"
Marketplace	27.5p x 58p	4.583" x 9.667"
1/2 H (0.5000)	42p x 29p	7" x 4.833"
Marketplace	42p x 28p	7" x 4.667"
1/2 V (0.5000)	27.5p x 44p	4.583" x 7.333"
1/2 VQ (0.5000)	20.5p x 59p	3.417" x 9.833"
1/3 H (0.3333)	27.5p x 29p	4.583" x 4.833"
Marketplace	27.5p x 28p	4.583" x 4.667"
1/3 V (0.3333)	13p x 59p	2.167" x 9.833"
Marketplace	13p x 58p	2.167" x 9.667"
1/3 Banner (0.3333)	42p x 19p	7" x 3.167"
*Use Allowed ONLY by prior arrangement		
1/4 HQ (0.2500)	20.5p x 29p	3.417" x 4.833"
1/6 H (0.1667)	27.5p x 14p	4.583" x 2.333"
1/6 V (0.1667)	13p x 29p	2.167" x 4.833"
Marketplace	13p x 28p	2.167" x 4.667"
1/6 Banner (0.1667)	42p x 9p	7" x 1.500"
*Use Allowed ONLY by prior arrangement		
1/8 HQ (0.1250)	20.5p x 14p	3.417" x 2.333"
1/12 H (0.0833)	13p x 14p	2.167" x 2.333"
Marketplace	13p x 13p	2.167" x 2.167"

“Q” formats restricted to like quarter-page combinations
 All Marketplace formats sized for 1-pica category header

“I am a painter and have used the photography and other items in your magazine as inspiration for my paintings. Thank you for this wonderful magazine. It keeps me in touch with the area I love!”

– Janet Davis, Coleman, Michigan

Rate Card 41
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