# CATALOG AD GENERAL INFORMATION

## IMAGE AREA

- Catalogs are 5-1/2” x 8-1/2”. We do not accept ads that bleed outside the image areas listed below.
- FULL PG.: 4-1/2” x 7-3/8” (27 picas x 44 picas)
- HALF PG.: 4-1/2” x 3-5/8” (27 picas x 21.5 picas) – no vertical half-page ads.
- QUARTER PG.: 4-1/2”x 1-3/4” (27 picas x 10.5 picas) – no vertical quarter-page ads
- Above image areas must include the border (if applicable).
- resolution PDF or as a .tif in a separate file.