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# Sizes of Ads And How They Appear On Page

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FULL PAGE  
TEXAS 10" x 14"  
LOUISIANA 10" x 13 1/2"

1/2 PAGE ISLAND  
7" X 10"

1/2 PAGE HORIZONTAL  
10" X 7"

1/2 PAGE  
VERTICAL  
TEXAS  
4 7/8" X 14"  
  
LOUISIANA  
4 7/8" X 13 1/2"

1/3 PAGE  
SQUARE  
7 3/8" x 7"

1/3 PAGE HORIZONTAL  
10" X 4 3/4"

1/3 PAGE  
VERTICAL  
4 7/8" X 9  
1/4"

1/4 PAGE HORIZONTAL  
10" X 3 1/2"

1/4 PAGE  
VERTICAL  
4 7/8" X 7"

1/8 PAGE  
HORIZONTAL  
4 7/8" X 3 1/2"

1/8  
PAGE  
VERT.  
2 5/16"  
X 7"

1/16 PAGE  
HORIZONTAL  
4 7/8" X 1 3/4"

1/16  
PAGE  
VERT.  
2 5/16"  
X 3 1/2"