

# PUBLICATION AD SIZES

Arizona Daily Sun (Broadsheet)

Column	Inches	~Inches
1	1.5556	1 9/16
2	3.2223	3 1/4
3	4.8889	4 7/8
4	6.5556	6 9/16
5	8.2223	8 1/4
6	9.8889	9 7/8

Flag Live (Tabloid)

Ad	Size
1/16	2.479 x 2.364
1/12V	2.479 x 3.192
1/6H	7.660 x 3.192
1/6B	5.069 x 3.189
1/8V	2.479 x 4.839
1/8B	5.069 x 2.365
1/4V	2.479 x 9.789
1/4B	5.069 x 4.839
1/4H	10.25 x 2.365
1/3B	5.069 x 6.489
1/2V	5.069 x 9.789
1/2H	10.25 x 4.839
Full	10.25 x 9.789

Column	Inches	~Inches
1	2.479	2 1/2
2	5.069	5 1/16
4	10.25	10 1/4

Mountain Living (Magazine)

Ad	Size
Double Truck (Full Bleed)	17.25 x 11.375
Double Truck (No Bleed)	15.875 x 10
Full Page (Full Bleed)	8.875 x 11.375
Full Page (No Bleed)	7.5 x 10
1/2V (Full Bleed)	4.603 x 11.375
1/2V (No Bleed)	3.667 x 10
1/2H (Full Bleed)	8.875 x 5.8135
1/2V (No Bleed)	7.5 x 4.875
1/4B	3.667 x 4.875
1/8H	3.667 x 2.3
1/8V	1.75 x 4.875

Banners (Creative Sizes vs DFP Inv. Label/Size)

Name	Desktop	Mobile	DFP
Gravity	1260x840	480x840	2x1 "Interstitial"
Interstitial	640x480	300x250	2x1 "Interstitial"
Float Bar	1170x50 1170x70	480x50	1x1 "Adhesion"
Reveal	1920x600	-----	2x1
Sidekick	300x250 300x600	300x250	300x250
"Big Ad" (L. Rectangle)	300x250 300x600	300x250	300x250 300x600
Leaderboard/ Billboard	728x90 970x90 970x250	320x50	728x90 970x90 970x250 320x50