

USHPA 2019 Display Ad Sizes

Display Advertising Physical Dimensions (in inches) at 300DPI
 For bleeds, add 1/4" to **ALL FOUR EDGES** of Third Page ads and larger.

Advertisers should also be sure to set all important text and graphics a minimum of 1/4" within the trimmed size to prevent any accidental trimming of ad content.

Mechanical Requirements

Page Width: 3 columns

Press Type: Heat-set Web

Trimmed Size: 8-3/8" x 10-7/8"

Binding: Saddle Stitch

Screen: 150 line

Double Page Full Page Half Page Spread

Half Page Third Page Quarter Page Sixth Page Classified Display

Double Page	16-3/4 x 10-7/8
Full Page	8-3/8 x 10-7/8
1/2 Page Spread	16-3/4 x 5-1/4
1/2 Page	8-3/8 x 5-1/4
1/3 Page	3 x 10-7/8
1/4 Page	4-5/8 x 4-5/8
1/6 Page	2-1/4 x 4-5/8
Classified	2 x 3
1/2 Classified	2 x 1-3/8

Deadlines	Insertion Order Due Date	Material Due Date
January	1-Nov	15-Nov
February	1-Dec	15-Dec
March	1-Jan	15-Jan
April	1-Feb	15-Feb
May	1-Mar	15-Mar
June	1-Apr	15-Apr
July	1-May	15-May
August	1-Jun	15-Jun
September	1-Jul	15-Jul
October	1-Aug	15-Aug
November	1-Sep	15-Sep
December	1-Oct	15-Oct