











SAMPLES of Advertising Pages

1/1 A4	One-line headline	Two-line headline
<p>1/1 A4 no ad</p>	<p>HEADLINE 75 characters including spaces</p> <p>LEAD 150 characters including spaces</p> <p>TEXT 5100 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 	<p>HEADLINE 35 characters including spaces</p> <p>LEAD 150 characters including spaces</p> <p>TEXT 5300 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 
<p>1/1 A4 1/2 page ad landscape</p>	<p>HEADLINE 75 characters including spaces</p> <p>TEXT 2100 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 	<p>HEADLINE 35 characters including spaces</p> <p>TEXT 2400 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 
<p>1/1 A4 1/3 page ad landscape</p>	<p>HEADLINE 75 characters including spaces</p> <p>TEXT 3000 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 	<p>HEADLINE 35 characters including spaces</p> <p>TEXT 3300 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 
<p>1/1 A4 1/3 page ad portrait*</p>	<p>HEADLINE 75 characters including spaces</p> <p>TEXT 2700 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 	<p>HEADLINE 35 characters including spaces</p> <p>TEXT 3100 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 
<p>1/1 A4 1/4 page ad landscape</p>	<p>HEADLINE 75 characters including spaces</p> <p>TEXT 3600 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 	<p>HEADLINE 35 characters including spaces</p> <p>TEXT 3800 characters including spaces</p> <p>PICTURE -1200 characters including spaces</p> 

* the ad is always placed on the outer side of the page