











SAMPLES of Advertising Pages		
1/1 A4	Sample A	Sample B
1/1 A4 no ad	<p><b>HEADLINE</b> 75 characters including spaces</p> <p><b>LEAD</b> 150 characters including spaces</p> <p><b>TEXT</b> 5100 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 	<p><b>HEADLINE</b> 35 characters including spaces</p> <p><b>LEAD</b> 150 characters including spaces</p> <p><b>TEXT</b> 5300 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 
1/1 A4 1/2 page ad landscape	<p><b>HEADLINE</b> 75 characters including spaces</p> <p><b>TEXT</b> 2100 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 	<p><b>HEADLINE</b> 35 characters including spaces</p> <p><b>TEXT</b> 2400 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 
1/1 A4 1/3 page ad landscape	<p><b>HEADLINE</b> 75 characters including spaces</p> <p><b>TEXT</b> 3000 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 	<p><b>HEADLINE</b> 35 characters including spaces</p> <p><b>TEXT</b> 3300 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 
1/1 A4 1/3 page ad portrait*	<p><b>HEADLINE</b> 75 characters including spaces</p> <p><b>TEXT</b> 2700 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 	<p><b>HEADLINE</b> 35 characters including spaces</p> <p><b>TEXT</b> 3100 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 
1/1 A4 1/4 page ad landscape	<p><b>HEADLINE</b> 75 characters including spaces</p> <p><b>TEXT</b> 3600 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 	<p><b>HEADLINE</b> 35 characters including spaces</p> <p><b>TEXT</b> 3800 characters including spaces</p> <p><b>PICTURE</b> –1200 characters including spaces</p> 

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