

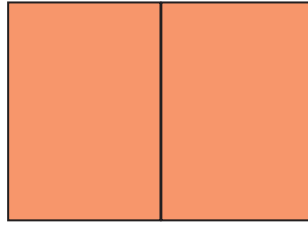
## ADVERTISING UNIT SIZES

Shaded area indicates TV Guide Magazine advertising units.  
Please contact your local TV Guide Magazine Media Sales Representative for additional variations of on-page advertising units.

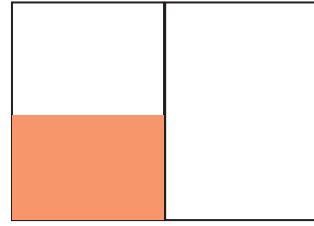
2012 advertising specifications



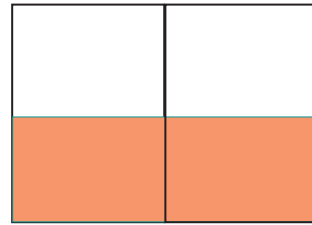
FULL PAGE



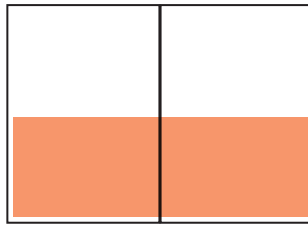
FULL PAGE SPREAD



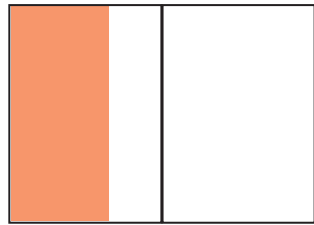
1/2 HORIZONTAL



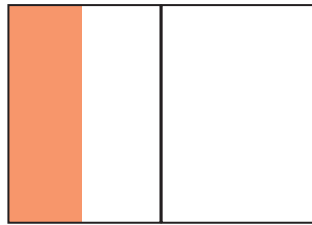
1/2 HORIZONTAL SPREAD (Features)



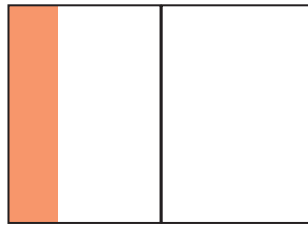
1/2 HORIZONTAL SPREAD (Grid)



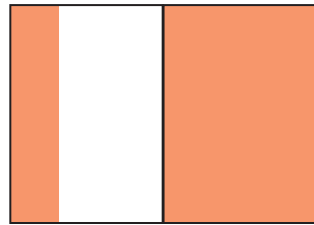
2/3 VERTICAL



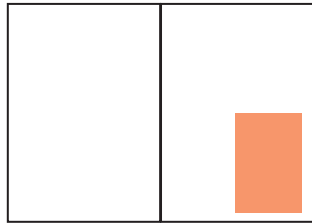
1/2 VERTICAL



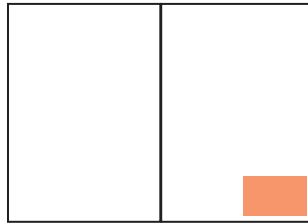
1/3 VERTICAL



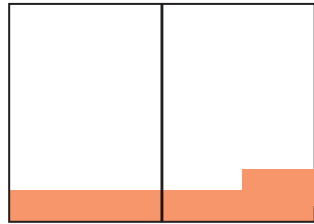
1/3 WITH FP CONFIGURATION



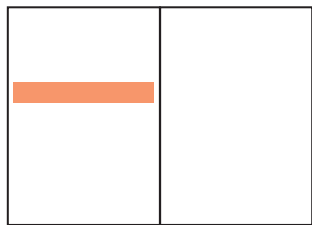
NON-BLEED 1/4 VERTICAL  
(When Available)



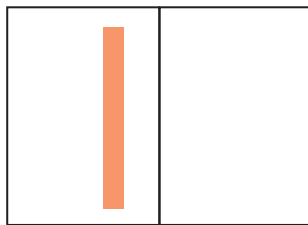
NON-BLEED 1/8 VERTICAL  
QUOTE BOX



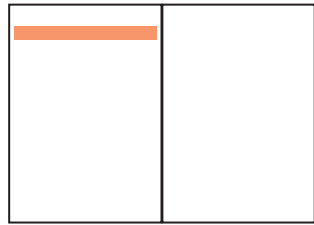
BANNER SPREAD WITH RHP INTRUSION



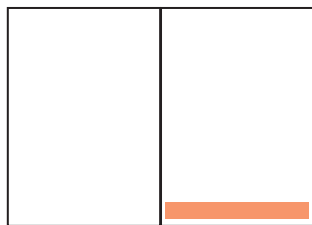
IN-GRID HORIZONTAL



IN-GRID VERTICAL



NETWORK SPONSORED SPOTLIGHT  
(in Primetime Grids)



NON-BLEED HOROSCOPE BANNER

| UNIT SIZES (NON-BLEED)        | SIZE             | FEATURES | GRIDS |
|-------------------------------|------------------|----------|-------|
| Full Page                     | 6-7/8" x 10"     | X        | X     |
| 1/2 Horizontal                | 6-7/8" x 4-7/8"  | X        |       |
| 1/2 Horizontal Spread***      | 14-1/4" x 4-7/8" | X        |       |
| 1/2 Vertical                  | 3-1/4" x 10"     | X        |       |
| 1/3 Vertical*                 | 2-1/8" x 10"     | X        |       |
| 1/2 Horizontal Grid Spread*** | 14-1/4" x 4-1/2" |          | X     |
| In-Grid Strip                 | 6-7/8" x 1"      |          | X     |

#### UNIT SIZES (BLEED)

All live matter should be kept at least 1/4" from trim edges.

#### FULL PAGE

Bleed: 7-7/8" x 11"  
 Trim: 7-3/8" x 10-1/2"  
 Live: 6-7/8" x 10"

#### FULL PAGE SPREAD

Bleed: 15-1/4" x 11"  
 Trim: 14-3/4" x 10-1/2"  
 Live: 14-1/4" x 10"

#### 1/2 HORIZONTAL

Bleed: 7-7/8" x 5-3/4"  
 Trim: 7-3/8" x 5-1/8" (Centered in bleed)  
 Live: 6-7/8" x 4-7/8" (positioned 1/4" from top/bottom trim, dependent on placement of ad in book)

#### 1/2 HORIZONTAL SPREAD (FEATURES)

Bleed: 15-1/4" x 5-3/4"  
 Trim: 14-3/4" x 5-1/8" (Centered in bleed)  
 Live: 14-1/4" x 4-7/8" (positioned 1/4" from top/bottom trim, dependent on placement of ad in book)

#### 1/2 HORIZONTAL GRID SPREAD

Bleed: 15-1/4" x 5-3/8"  
 Trim: 14-3/4" x 4-3/4"  
 Live: 14-1/4" x 4-1/2" (A border or tone is required as part of the creative to outline the boundaries of this unit.)

#### 2/3 VERTICAL

Bleed: 5-1/2" x 11"  
 Trim: 4-3/4" x 10-1/2" (Centered in bleed)  
 Live: 4-1/2" x 10" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

#### 1/2 VERTICAL

Bleed: 4-1/4" x 11"  
 Trim: 3-1/2" x 10-1/2" (Centered in bleed)  
 Live: 3-1/4" x 10" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

#### 1/3 VERTICAL\*

Bleed: 3-1/8" x 11"  
 Trim: 2-3/8" x 10-1/2" (Centered in bleed)  
 Live: 2-1/8" x 10" (positioned 1/4" from left/right trim, dependent on placement of ad in book)

\*Not available as a stand-alone unit. Must allow issue flexibility.

\*\*Non-Network advertisers must have relevant message.

\*\*\*There are two unique specs for the 1/2 horizontal spread, one in Features and one in Grids.

For non-traditional ad unit specs, please contact your TV Guide Magazine representative.

**QUESTIONS** regarding advertising and/or technical specifications, digital input, PDF requirements or how to send files electronically, contact:

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