

Advertising Matters



2012 Advertising Planning Guide

In addition to display advertising in *QST*, the #1 US Amateur Radio journal, we offer a variety of effective advertising tools and services to promote and sell your products and reinforce your brand recognition.

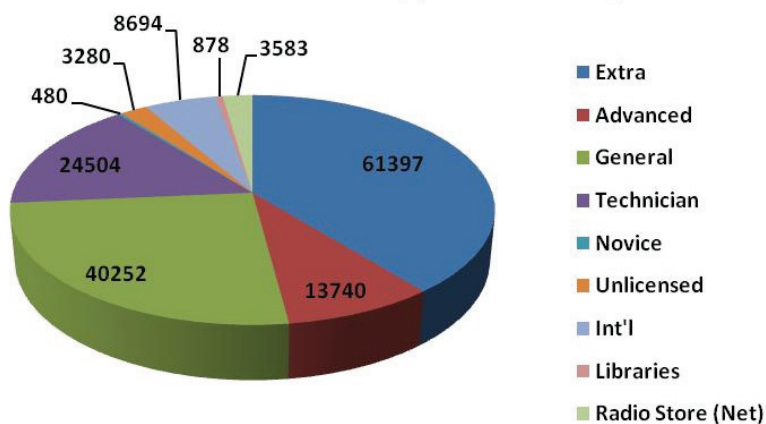
Our specialty advertising vehicles are listed throughout this issue and, for your convenience, we've also included a current copy of our *QST* display advertising rate sheet.

We hope you will use this issue of Advertising Matters as your ARRL advertising guide for the coming year.

As the American Radio Relay League begins 2012, our membership/reader numbers stand at 156,809. Our monthly membership journal, *QST*, continues to be the most widely circulated Amateur Radio magazine in the US, with an active membership and consistent growth. In addition to the above total, our monthly net Radio Store sales average 3,583 copies per month.

A breakdown (including current ARRL Family members) of our membership/readership is shown here. If you want the largest number of active, involved Amateurs to see your advertisements, *QST* is the place to be.

ARRL Membership/Readership



Advertising Staff

Debra Jahnke, K1DAJ, *Sales Manager, Business Services*
Janet Rocco, W1JLR, *Account Executive*
Lisa Tardette, KB1MOI, *Account Executive*
Diane Szlachetka, KB1OKV, *Advertising Graphic Design*
Zoe Belliveau, W1ZOE, *Business Services Coordinator*

www.arrl.org/advertising-opportunities

Toll Free: 800-243-7768
Direct Line: 860-594-0207
E-Mail: ads@arrrl.org



QST: Ham Radio's #1 Magazine

Advertising Matters is published by ARRL

Please contact us for additional information on advertising in any of our publications.

QST Theme and Product-Based Tear-outs

In 2012, ARRL will offer a number of theme-based, 4-color tear-out advertising sections. Use these advertising vehicles to affordably and dramatically increase your presence. These unique QST advertising sections always receive special attention. We'll further enhance that attention via call-outs on the preceding page. Preferred placements and cover spots accepted on a first-come, first-served basis.

March 2012 QST – Antenna Time! Tear-Out

Many of our advertisers expressed their concern that our annual Antenna Issue was too late in the year for sales opportunities. Thus, March QST has become the antenna theme issue. The Antenna Time! tear-out section makes the perfect matching advertising companion.

Reservations must be received no later than January 13, 2012.

Materials must be received by January 16, 2012.

May 2012 QST – Dayton Tear-Out

This is an issue all readers look forward to. If you are planning to attend HAMVENTION®, this tear-out section is your opportunity to call attention to your presence—and direct people to your booth. This is the issue to offer “Dayton Specials” from your store counter top.

Reservations must be received no later than March 14, 2012.

Materials must be received by March 16, 2012.

June 2012 QST – Field Day Issue – Upfront Insert Opportunity

June QST will carry the Field Day theme and contains a Field Day theme editorial insert. We will also insert a 6-page, 4-color Z-Fold advertising section immediately after page 16. Each page will carry a short folio at the bottom noting “Field Day Issue Advertising Section”. Both full and partial page advertisements will be accepted.

Reservations must be received no later than April 13, 2012. Materials must be received by April 16, 2012.



October 2012 QST – The Dxing Tear-Out

The theme of this issue is DXing. We plan an informative, absorbing issue that showcases just how much fun DXing can be. This tear-out section is your opportunity to call attention to your products.

Reservations must be received no later than August 15, 2012.

Materials must be received by August 17, 2012.

December 2012 QST – Holiday Season Theme Tear-Out

No matter what your product line is, the Holiday season can make or break any sales year. This is the time of the year when buying moods run the highest—and you want your products, location and web-site right out front!

Reservations must be received no later than October 17, 2012.

Materials must be received by October 19, 2012.

Your Own Exclusive QST Tear-Out

Devote your own tear-out to showcasing your entire line or provide readers with an in-depth look at a single product that you are promoting. You can go to the expense of printing and mailing this information yourself or take advantage of 8 full-color pages in tear-out format, delivered to the most active amateur radio operators around.

With postage and printing costs on the rise, this feature is more attractive than ever before. We will also include a 1/3 page vertical call-out on the preceding page at no charge. **Your net cost: \$20,500.**

8-Page Tear-Out Section Pricing For QST Theme

Prices listed below are for additional or increased size advertisements. Advertisers who opt to transfer their page space previously committed to QST will be charged their regular page/color rate + 30%. Ad placements are “run of book”, but we will make every effort to honor placement requests on a first come, first served basis.

These prices are NET and include 4-color at no additional charge - no other commissions, discounts, etc, apply.

Pricing:

Cover 2, 3, & 4 (Each).....	\$3,245	1/4 Page	\$ 845
Full Page	\$3,131	1/6 Page	\$ 556
2/3 Page	\$2,060	1/8 Page	\$ 407
1/2 Page	\$1,591	1/12 Page	\$ 310
1/3 Page	\$1,087	1/24 Page	\$ 185

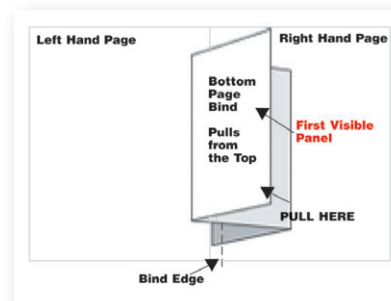
Pricing For Special Z-Fold Section – June 2012 QST

Prices listed below are for additional or increased size advertisements. Advertisers who opt to transfer their page space previously committed to QST will be charged their regular page/color rate + 40%. Ad placements are “run of book”, but we will make every effort to honor placement requests on a first come, first served basis. These prices are NET and include 4-color at no additional charge - no other commissions, discounts, etc, apply.

Pricing:

First Z Page (when folded).....	\$3,800
Last Z Page (when folded)	\$3,500
Full Interior Z Page	\$3,250
2/3 Page	\$2,500
1/2 Page	\$1,931
1/3 Page	\$1,320
1/4 Page	\$1,025
1/6 Page	\$ 675
1/8 Page	\$ 494
1/12 Page	\$ 375
1/24 Page	\$ 225

Reservations must be received no later than April 13, 2012. Materials must be received by April 16, 2012.



Publication Advertising

2012

2012-2012 ARRL Repeater Directory

Double your advertising exposure. All interior black and white advertising will be placed in BOTH the pocket-size AND desktop version of this popular ARRL title for one low price.

In total, over 30,000 copies of the Repeater Directory are distributed each year.



Interior Black & White Advertising Pricing

Full Page Interior (Black & White) – Preferred Position \$ 475

Full Page Interior (Black & White) – Run of book \$ 415

4-Color Cover Pricing for Pocket-Sized Edition – will appear in both versions for one low price.

Cover 2 & 3 (4 Color) (EACH) \$2,550

Cover 4 (4 Color) \$3,190

Call for special pricing if purchasing multiple cover advertising.

Reservations must be received by January 13, 2012. Materials are due January 17, 2012.



2012 ARRL Extra Class License Manual & ARRL Extra Q & A Manual – New Edition

They're the #1 Amateur Radio study guides in the US. And we're offering a bonus. Place an advertisement in the new edition of the ARRL Extra Class License Manual and we'll put the same advertisement in the ARRL Extra Q & A Manual absolutely free. Interior advertisements are black & white. Cover advertisements are 4-Color.

Pricing:

Cover 2 (4-color) \$3,050 1/3 Page \$390

Cover 3 (4-color) \$3,050 1/4 Page \$245

Full Page \$640 1/6 Page \$205

2/3 Page \$549 1/8 Page \$175

1/2 Page \$470 1/24 Page \$155

Reservations must be received by February 3, 2012. Materials are due February 10, 2012.

Existing QST ads may be used and we will be happy to convert ads to black and white.



ARRL's Quickstart Guide for All Hams

It's not just for new hams anymore. This advertising vehicle now enjoys a broader distribution to upgrades and others as well, and will include valuable editorial hints, tips and articles. Hams will make **Quickstart Guide** a keeper.

New licensees will still receive the **Quickstart Guide** as part of ARRL's membership package (via First Class mail) as soon as we receive their information from the FCC. In addition, this advertising/information booklet will also be available at ARRL, W5YI and other VEC upgrade sessions. It will also enjoy bonus distribution at Hamfests and Conventions. We currently plan a 32-page booklet, although demand may take the page count higher.

Covers and requested placement positions on a first-come, first-served basis. Prices quoted below are your net costs—no extra charge for color. QST page specifications will apply – you can provide new material or pick up an existing QST ad.

Pricing:

Cover 2 (4-color) \$3,350 1/3 Page \$1,235

Cover 3 (4-color) \$3,350 1/4 Page \$880

Cover 4 (4-color) \$3,500 1/6 Page \$720

Full Page \$2,830 1/8 Page \$510

1/2 Page \$1,580 1/12 Page \$385

Reservations must be received by June 1, 2012. Materials are due by June 12, 2012.

The ARRL Handbook For Radio Communications – 2013 Edition

Known as THE ARRL Flagship title, or simply "The Handbook", virtually every active Amateur buys or has access to this book.

Revised each year, the Handbook is now being distributed in major book chains, libraries and other mainstream sales points as well as experiencing continuing popularity in the traditional Amateur market. Interior and cover advertisements will be featured not only in the printed edition, but also on the fully searchable CD-ROM included with the Handbook.

Pricing:

Cover 2 (4 Color) \$3,115 1/2 Page Interior (Black & White) \$ 475

Cover 3 (4 Color) \$3,115 1/3 Page Interior (Black & White) \$ 345

Full Page Interior (Black & White) \$ 765 1/4 Page Interior (Black & White) \$ 295

2/3 Page Interior (Black & White) \$ 555 1/6 Page Interior (Black & White) \$ 235

Reservations must be received by July 20, 2012. Materials are due by August 1, 2012.

Advertising Deadlines & Info

QST Advertising Deadlines

QST Issues:	Reservation Requested By:	Materials Due Dates:
JANUARY 2012	November 11, 2011 -- Friday	November 16, 2011 -- Wednesday
FEBRUARY 2012	December 13, 2011 -- Tuesday	December 15, 2011 -- Thursday
MARCH 2012	January 13, 2012 -- Friday	January 16, 2012 -- Monday
APRIL 2012	February 15, 2012 -- Wednesday	February 17, 2012 -- Friday
MAY 2012	March 14, 2012 -- Wednesday	March 16, 2012 -- Friday
JUNE 2012	April 13, 2012 -- Friday	April 16, 2012 -- Monday
JULY 2012	May 16, 2012 -- Wednesday	May 18, 2012 -- Friday
AUGUST 2012	June 13, 2012 -- Wednesday	June 15, 2012 -- Friday
SEPTEMBER 2012	July 18, 2012 -- Wednesday	July 20, 2012 -- Friday
OCTOBER 2012	August 15, 2012 -- Wednesday	August 17, 2012 -- Friday
NOVEMBER 2012	September 14, 2012 -- Friday	September 17, 2012 -- Monday
DECEMBER 2012	October 17, 2012 -- Wednesday	October 19, 2012 -- Friday
JANUARY 2013	November 14, 2012 -- Wednesday	November 15, 2012 -- Thursday
FEBRUARY 2013	December 14, 2012 -- Friday	December 17, 2012 -- Monday

QST Advertising Tearout Specialty Issue Information

QST Issue	Advertising Tearout	Theme Issue	Specialty Issue Information
JANUARY 2012	—	DIY	Do It Yourself Issue
FEBRUARY 2012	—	General	—
MARCH 2012	YES	Antenna	Collector Antenna Issue Containing 8-page, 4-Color Ad Tearout Section
APRIL 2012	—	General	—
MAY 2012	YES	Hamvention®	Collector Issue Containing 8-page, 4-Color Ad Tearout Section
JUNE 2012	YES	Field Day	Containing 6-Page, 4-Color Z-Fold Advertising Insert
JULY 2012	—	General	—
AUGUST 2012	—	General	—
SEPTEMBER 2012	—	EmComm	Collector EmComm Issue
OCTOBER 2012	YES	DXing	Collector Issue Containing 8-page, 4-Color Ad Tearout Section
NOVEMBER 2012	—	General	—
DECEMBER 2012	YES	Holiday	Issue Containing 8-Page, 4-Color Ad Tearout Section

NCJ and QEX Advertising Deadlines

NCJ and QEX Issues:	Reservation Requested By:	Materials Due Dates:
January/February 2012	November 11, 2011 -- Friday	November 16, 2011 -- Wednesday
March/April 2012	January 13, 2012 -- Friday	January 16, 2012 -- Monday
May/June 2012	March 14, 2012 -- Wednesday	March 16, 2012 -- Friday
July/August 2012	May 16, 2012 -- Wednesday	May 18, 2012 -- Friday
September/October 2012	July 18, 2012 -- Wednesday	July 20, 2012 -- Friday
November/December 2012	September 14, 2012 -- Friday	September 17, 2012 -- Monday

JANUARY 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2012

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

MARCH 2012

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					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2012

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2012

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19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE 2012

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY 2012

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST 2012

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					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER 2012

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						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER 2012

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 2012

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

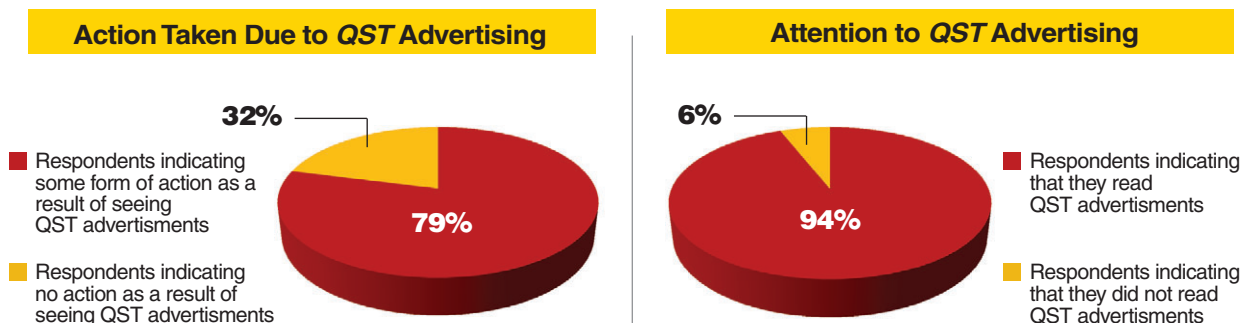
DECEMBER 2012

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

CPM and You



QST Advertising Effectiveness Level? **HIGH!**



Data gathered by Readex, a Stillwater, Minnesota research company.

CPM stands for Cost per Thousand and is one of the most commonly used benchmarks in the advertising industry.

How CPM is Calculated and Why Cost is Relative

In magazine advertising, cost per reader is figured as CPM (cost per thousand). If a magazine charges \$100 for an ad and they have a circulation of 5,000, the CPM is \$20. If another magazine charges \$100 for an ad and has 15,000 readers, the CPM is \$6.66. Therefore you are paying less per reader for the magazine with the higher circulation. Using CPM alone, the obvious choice would be the magazine with \$6.66 CPM. But it's not quite that simple. If the magazine with the lower CPM doesn't have a core readership base likely to have a high interest level in your product or only reaches a small number of them, there are other things to consider—because that magazine with the \$6.66 CPM may very well produce much lower sales levels that match that low CPM. All that boiled down simply means this: just because it's cheaper doesn't mean it will produce the results you're looking for.

Questions You Need to Ask

Ideally, you want to market to the largest number of readers you can, whose interest level in your products will be high. One advantage of magazines, especially monthlies, is that they have a much longer shelf life than newspapers and other media; they are often browsed through for months after publication. So your ad might have an audience for up to six months after its initial insertion. Moreover, readers spend more time per sitting with a magazine, so there's more chance they will run across your ad. No matter which type of publication you're buying space in, be sure to ask the following questions before you purchase any ad space:

- What's the magazine's circulation?
- What are the demographics of the readers?
- How is it distributed?
- How often is the magazine published?
- What are the special sections or themes planned for the year?

Timing is Everything

You also need to be aware of the best time to place your ads. Buying one ad for one issue is not effective. Magazine advertising works by repeatedly putting the same message in front of people's eyes until it is noticed. The first time the reader sees it, it may catch their eye. By the time they've seen it four or five times, they will be poised to react.

Why QST?

QST, the membership journal to over 156,000 members of ARRL has the widest distribution of any magazine in the US, dedicated to Amateur Radio and Amateur Radio operators. Now, that number isn't padded with pass along rates (you read it and the assumption is that you'll pass it along to a friend—some magazines count that as "circulation") and free distribution. That's the core. Active hams and soon to be hams. Yes, we do have free distribution, dealer newsstand sales, and sales to libraries, etc., but those copies aren't included in that membership number. So your biggest question is who do you want to reach and how much do you want to sell?

To summarize, QST, by far, provides the highest level of targeted saturation you'll find for your advertising. Might readers also see your ad in other publications? A smaller number will. But, just based on the numbers, it's a pretty good bet that if the reader is an active amateur, they'll see it in QST as well.

ARRL Web Banner Advertising

Advertising spots are subject to availability. In order to maximize visibility, a set number of advertisements are rotated through each advertising slot. Please check with us today to see if there's a banner slot to suit your needs.

Home Page



Top Single Premiere Slot – Sold on a one year contract only, with holder having first right of refusal at renewal. No other advertisements rotate through this 300 pixels wide x 250 pixels high slot, so there is constant visibility. In addition to being the first advertisement seen at the home page, this advertisement is also repeated (in a smaller size) on the call sign search page and also displayed full-size on the general search page. The advertisement may be changed as often as you like. The price for this advertising spot is \$1,105 per month.

Carousel Premiere Slot – Sold on a monthly basis. This slot is also 300 pixels wide x 250 pixels high, with a maximum of 8 advertisements rotating through this slot. Advertisements are also repeated in rotation (in a smaller size) on the call sign search page and also displayed full-size on the general search page. The advertisement may be changed as often as you like. The price for this advertising spot is \$450 per month.

Carousel End Page Slot – Sold on a monthly basis. This slot is also 300 pixels wide x 150 pixels high, with a maximum of 8 advertisements rotating through this slot. The advertisement may be changed as often as you like. The price for this advertising spot is \$200 per month.



Secondary Page

We offer three sizes here and limit the number of advertisers per spot for maximum visibility of your advertisement. All ads for each ad slot will rotate through over 20,000 web pages! Change ads as often as you like.

Top of the Page – This advertisement appears “above the fold”, top right position. The price for the 180 pixel wide x 150 high ad is \$100 per month, one month term minimum commitment.

Need More Space? – This advertisement occupies a double space, right hand position. The price for the 180 pixel wide x 300 high ad is \$200 per month, one month term minimum commitment.

Bottom of the Page – This advertisement appears at the bottom right position. The price for the 180 pixel wide x 150 high ad is \$100 per month, one month term minimum commitment.

Contact Info: Advertising Staff

Debra Jahnke, K1DAJ, Sales Manager, Business Services
Janet Rocco, W1JLR, Account Executive
Lisa Tardette, KB1MOI, Account Executive
Zoe Belliveau, W1ZOE, Business Services Coordinator

Toll Free: 800-243-7768
Direct Line: 860-594-0207
E-Mail: ads@arrrl.org

Additional Ways to Advertise with ARRL

ARRL E-Newsletters

Reinforce your message by advertising in one of our ARRL E-Newsletters. These newsletters are sent to a sub-set of ARRL members who have opted in to receive them. You'll be able to measure effectiveness by the click-through rates and be able to place timely specials (and change them frequently) in these electronic vehicles. At present we have three newsletters delivered right to our members' email addresses:

The ARRL Letter – offering timely and late-breaking Amateur Radio news on a weekly basis. The circulation for this E-Newsletter stands at 77,000 and continues to grow.

The ARRL ARES E-Newsletter – providing information related to all aspects of the Amateur Radio Emergency Service on a monthly basis. Over 41,000 ARRL members subscribe.

The ARRL Contest Update E-Newsletter – a must for over 36,000 contesters who want hints, tips and the latest contesting 411. This E-Newsletter is sent on a bi-weekly basis.

Space is limited to a small number of advertisements per newsletters and prices start as low as \$250. Contact us today for more information.

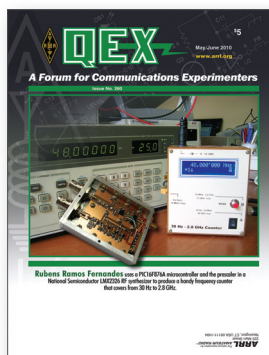


Specialty Magazines:

QEX Communications Quarterly and **NCJ (National Contest Journal)**

Published bimonthly in January/February, March/April, May/June, July/August, September/October and November/December.

See Advertising Deadlines & Info Page for deadline details.



QEX Rates:

Full Page	\$773
2/3 Page	\$567
3/4 Page	\$515
1/2 Page	\$412
1/3 Page	\$309
1/4 Page	\$206
1/6 Page	\$155



NCJ Rates:

Full Page	\$412
3/4 Page	\$270
2/3 Page	\$248
1/2 Page	\$185
1/3 Page	\$130
1/4 Page	\$103
1/6 Page	\$78



Classified Ham Ads



Company Rate: \$2.25 per word

Bolded: \$2.50 per word

1. Closing date for Ham Ads is the 15th of the second month preceding publication date. No cancellations or changes will be accepted after this closing date. Example: Ads received April 16th through May 15th will appear in July QST. If the 15th falls on a weekend or holiday, the Ham-Ad deadline is the previous working day.

2. No Ham-Ad may use more than 200 words. No advertiser may use more than two ads in one issue. A last name or call must appear in each ad. Mention of lotteries, prize drawings, games of chance, etc. is not permitted in QST advertising.

3. Some restrictions apply. Contact us for details.

Toll Free: 1-800-243-7767; Phone: 860-594-0209; Fax: 860-594-4285; Email: hamads@arrl.org

Advertising Sizes - 2012



Advertising File Requirements:

Electronic Files: PDF Files with Embedded Fonts
Native PC Files: All Fonts used must be submitted.

For more information visit www.arrl.org/ads/specs

Production Services:

If local facilities for advertisement layout are not available or convenient to your organization, the ARRL Advertising Department can assist you in the production process. Production services are also available for Ad creation.

Ads can be submitted on CD, e-mailed to ads@arrrl.org or you can upload your ad at www.arrrl.org/ads/specs and click the **ARRL Advertising UPLOAD SITE** button.

We can work with the following PC files:

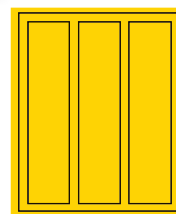
InDesign CS4 or earlier versions, Photoshop CS4 or earlier versions, Illustrator CS4 or earlier versions, Microsoft Publisher, Corel Draw Graphics Suite X4, or High Resolution PDF files (fonts must be embedded.)

If you provide native files all fonts must be included.

Get the Attention of More Customers!

ARRL offers high-quality production services to advertisers.

These services include graphic design, ad layout, and production. The services are utilized by advertisers seeking a special look for ads, or for those considering ways to expand their exposure to customers by placing larger ads (color, full or half page). ARRL staff works closely with advertisers, completing work at a nominal cost. All work is done at ARRL's headquarters in Newington, Connecticut, using the most current graphics capabilities and state-of-the-art production and imaging technology. Your ARRL Advertising Representatives can assist you with all of our production services.

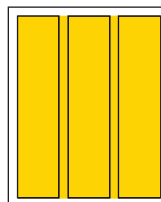


Full Page with $\frac{1}{8}$ " BLEED

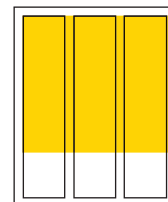
Document Size:
8.438" W x 11" H
Crop Marks must be at
8.188" W x 10.75" H

Trim Size:
8.188" W x 10.75" H

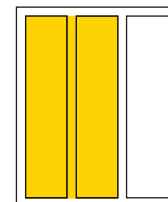
Ad Sizes



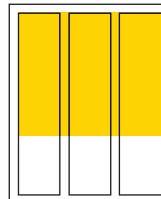
Full Page
7" W x 10" H



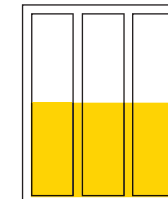
Three-fourths Vert.
7" W x 7-1/2" H



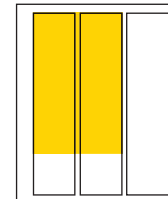
Two-thirds Vert.
4-5/8" W x 10" H



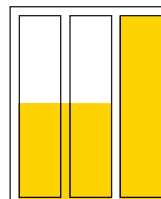
Two-thirds Horiz.
7" W x 6-3/4" H



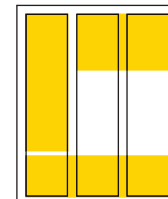
One-half Horiz.
7" W x 5" H



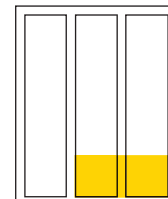
One-half Vert.
4-5/8" W x 7-1/2" H



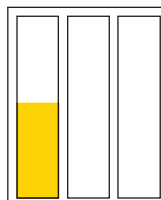
One-third
4-5/8" W x 5" H
2-1/4" W x 10" H



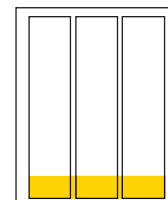
One-fourth
2-1/4" W x 7-1/2" H
4-5/8" W x 3-3/4" H
7" W x 2-1/2" H



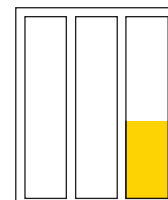
One-sixth Horiz.
4-5/8" W x 2-1/2" H



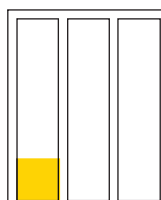
One-sixth Vert.
2-1/4" W x 5" H



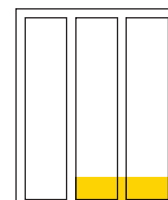
One-eighth Horiz.
7" W x 1-1/4" H



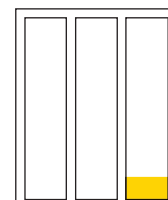
One-eighth Vert.
2-1/4" W x 3-3/4" H



One-twelfth Vert.
2-1/4" W x 2-1/2" H



One-twelfth Horiz.
4-5/8" W x 1-1/4" H



One-twenty-fourth
2-1/4" W x 1-1/4" H