



# Advertising Matters



## Annual Planning Guide

# 2010

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.

*"Advertising is salesmanship mass produced. No one would bother to use advertising if they could talk to all their prospects face-to-face. But they can't."*

— Morris Hite

### QST TWO-SIDED FLYERS AND MULTI-PAGE GATEFOLDS

Our new Flyer and Gatefold program provides a terrific way to bring extra attention to your products AND an economical way of producing promotional material you can distribute all year long.

#### TWO-SIDED SINGLE SHEET FLYER – QST INSERT:

Printed on 80# coated body stock, 4-color, perforated or not, your choice: **\$7,800**

#### TWO-SIDED DOUBLE SHEET GATEFOLD – QST INSERT:

Printed on 80# coated body stock, 4-color, perforated or not, your choice: **\$12,000**

#### TWO-SIDED TRIPLE SHEET GATEFOLD – QST INSERT:

Printed on 80# coated body stock, 4-color, perforated or not, your choice: **\$18,900**

#### NEED EXTRA PROMOTIONAL MATERIAL? – GREAT VALUE!

Add only \$500\* to the low prices above and we'll over-run, trim and carton 5,000 additional flyers or folded gatefolds and ship them to your location. Call for pricing on over-runs greater than 5,000.

\*Client is responsible for shipping charges for over-run pieces.

Prices listed above 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%.**

**Toll Free 800-243-7768**

Direct Line: 860-594-0207

#### 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/ads](http://www.arrl.org/ads)



**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 2010, 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 2010 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* will 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 14, 2010. Materials must be received by January 18, 2010.**

## MAY 2010 QST – DAYTON HAMVENTION® 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. If HAMVENTION® isn't on your agenda, this is the issue to offer "Dayton Specials" from your store counter top.

**Reservations must be received no later than March 15, 2010. Materials must be received by March 18, 2010.**

## JUNE 2010 QST – FIELD DAY ISSUE – UPFRONT INSERT OPPORTUNITY

June *QST* will carry the Field Day theme and contain 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 12, 2010. Materials must be received by April 15, 2010.**

## OCTOBER 2010 QST – THE CONTESTING UP-FRONT INSERT OPPORTUNITY

The theme of this issue is CONTESTING. We plan an informative, absorbing issue that showcases just how much fun contesting can be. We will also insert a 6-page, 4-color Z-Fold advertising section immediately after page 16.

**Reservations must be received no later than August 13, 2010. Materials must be received by August 18, 2010.**

## DECEMBER 2010 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 11, 2010. Materials must be received by October 14, 2010.**

## 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:

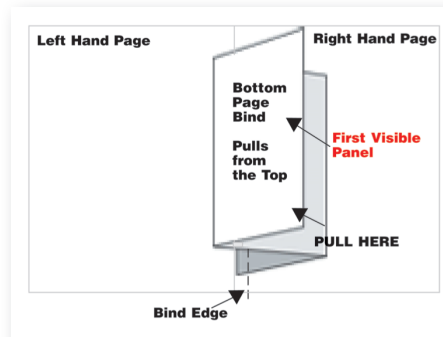
Cover 2, 3, & 4 (Each) .....	\$3,245	1/4 Page .....	\$ 845
Full Page .....	\$3,131	1/6 Page .....	\$ 556
2/3 Page .....	\$2,060	1/8 Page .....	\$ 407
1/2 Page .....	\$1,591	1/12 Page .....	\$ 310
1/3 Page .....	\$1,087	1/24 Page .....	\$ 185

## PRICING FOR SPECIAL Z-FOLD SECTION – JUNE 2010 QST and OCTOBER 2010 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



# Publication Advertising

# 2010

## 2010-2011 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 2008, in addition to producing our very popular pocket-sized edition (Size 3.25 x 5.25 inches), we debuted a Desktop version (Size 6 x 9 inches). This new format has proved extremely successful with over 6,000 copies sold to date.

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

### Interior Black & White Advertising Pricing – will appear in both versions for one low price.

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

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

### COLOR Cover Pricing for Pocket-Sized Edition

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

Cover 4 (4 Color) ..... \$3,190

### COLOR Cover Pricing for Desktop-Sized Edition

Cover 2 & 3 (4 Color) (EACH) ..... \$1,500

Cover 4 (4 Color) ..... \$2,000



Call for special pricing if purchasing multiple cover advertising.

**Reservations must be received by January 15, 2010. Materials are due January 20, 2010.**

## 2010 ARRL Ham Radio License Manual & ARRL Technician Q & A Manual – New Edition

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

### Pricing:

Cover 2 ..... \$3,050

Cover 3 ..... \$2,950

Full Page ..... \$640

2/3 Page ..... \$549

1/2 Page ..... \$470

1/3 Page ..... \$390

1/4 Page ..... \$305

1/6 Page ..... \$245

1/8 Page ..... \$205

1/12 Page ..... \$175

1/24 Page ..... \$155

**Reservations must be received by February 4, 2010. Materials are due February 12, 2010.**

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

## HAM EXPRESS 411 – Your Guide to Radio Equipment, Accessories and More!

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 that hams will make HAM EXPRESS 411 a keeper.

New licensees will still receive the HAM EXPRESS 411 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 ..... \$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 3, 2010. Materials are due by June 9, 2010.**

## THE ARRL HANDBOOK FOR RADIO COMMUNICATIONS – 2011 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.

### NEWS FLASH!

The 2011 Edition of the Handbook will be more exciting than ever!  
Everybody will want a copy and this will be the year to advertise in this Classic.

### 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, 2010. Materials are due by August 3, 2010.**

# Advertising Deadlines & Info – 2010

## QST Advertising Deadlines

QST Issues:	Reservation Requested By:	Materials Due Dates:
JANUARY 2010	November 13, 2009 – Friday	November 17, 2009 – Tuesday
FEBRUARY 2010	December 11, 2009 – Friday	December 15, 2009 – Tuesday
MARCH 2010	January 14, 2010 – Thursday	January 18, 2010 – Monday
APRIL 2010	February 12, 2010 – Friday	February 15, 2010 – Monday
MAY 2010	March 15, 2010 – Monday	March 18, 2010 – Thursday
JUNE 2010	April 12, 2010 – Monday	April 15, 2010 – Thursday
JULY 2010	May 14, 2010 – Friday	May 19, 2010 – Wednesday
AUGUST 2010	June 14, 2010 – Monday	June 17, 2010 – Thursday
SEPTEMBER 2010	July 12, 2010 – Monday	July 15, 2010 – Thursday
OCTOBER 2010	August 13, 2010 – Friday	August 18, 2010 – Wednesday
NOVEMBER 2010	September 13, 2010 – Monday	September 16, 2010 – Thursday
DECEMBER 2010	October 11, 2010 – Monday	October 14, 2010 – Thursday
JANUARY 2011	November 11, 2010 – Thursday	November 16, 2010 – Tuesday
FEBRUARY 2011	December 13, 2010 – Monday	December 15, 2010 – Wednesday

## QST Advertising Tearout Specialty Issue Information

QST Issue	Advertising Tearout	Theme Issue	Specialty Issue Information
JANUARY 2010	—	DIY	Do It Yourself Issue
FEBRUARY 2010	—	General	
MARCH 2010	YES	Antenna	Collector Antenna Issue Containing 8-page, 4-Color Ad Tearout Section
APRIL 2010	—	General	
MAY 2010	YES	Hamvention®	Collector Issue Containing 8-page, 4-Color Ad Tearout Section
JUNE 2010	YES	Field Day	Containing 6-Page, 4-Color Z-Fold Advertising Insert
JULY 2010	—	General	
AUGUST 2010	—	General	
SEPTEMBER 2010	YES	EmComm	Collector EmComm Issue
OCTOBER 2010	YES	DXing	Containing 6-Page, 4-Color Z-Fold Advertising Insert
NOVEMBER 2010	—	General	
DECEMBER 2010	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 2010	November 13, 2009 – Friday	November 17, 2009 – Tuesday
March/April 2010	January 14, 2010 – Thursday	January 18, 2010 – Monday
May/June 2010	March 15, 2010 – Monday	March 18, 2010 – Thursday
July/August 2010	May 14, 2010 – Friday	May 19, 2010 – Wednesday
September/October 2010	July 12, 2010 – Monday	July 15, 2010 – Thursday
November/December 2010	September 13, 2010 – Monday	September 16, 2010 – Thursday

### JANUARY 2010

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 2010

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						

### MARCH 2010

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			

### APRIL 2010

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	

### MAY 2010

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					

### JUNE 2010

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			

### JULY 2010

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

### AUGUST 2010

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				

### SEPTEMBER 2010

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	

### OCTOBER 2010

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						

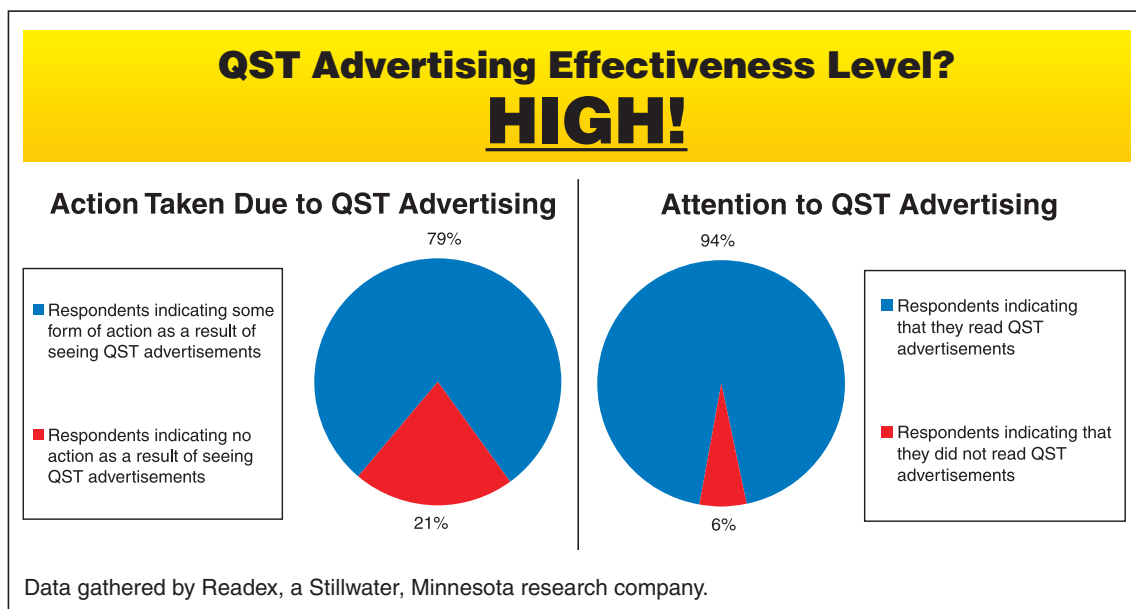
### NOVEMBER 2010

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 2010

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



*CPM stands for Cost per Thousand and is one of the most commonly used bench marks 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 160,000 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.



# 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.

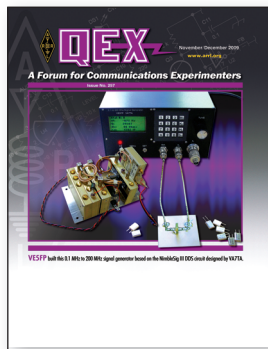
Space is limited to a small number of advertisements per newsletters and prices start as low as \$250. Contact us today for more information.



## SPECIALTY MAGAZINES:

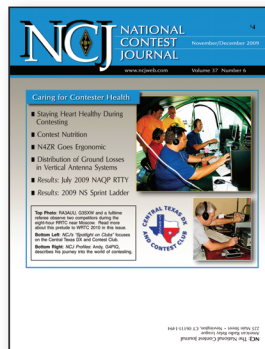
### QEX COMMUNICATIONS QUARTERLY and NCJ (NATIONAL CONTEST JOURNAL)

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](mailto:hamads@arrl.org)

# Advertising Sizes – 2010

## ADVERTISING FILE REQUIREMENTS:

Electronic Files: PDF Files with Embedded Fonts  
Native Files: All Fonts used must be submitted.  
For more information visit [www.arrl.org/ads/specs](http://www.arrl.org/ads/specs)

## DEADLINE DATES:

See [www.arrl.org/ads/#qst-close](http://www.arrl.org/ads/#qst-close)

## 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@arrl.org](mailto:ads@arrl.org) or visit our web page at [www.arrl.org/ads](http://www.arrl.org/ads) and click the **ARRL Advertising UPLOAD SITE** button.

## We can work with the following PC files:

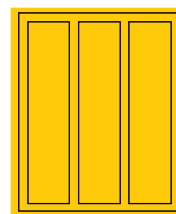
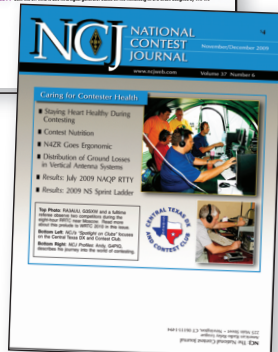
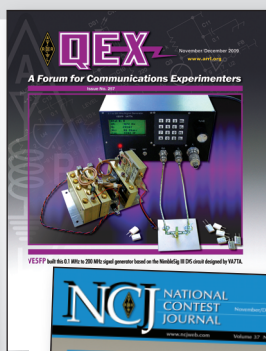
InDesign cs3, PageMaker 7.0 or 6.5, Quark 6.5, 6 or 5, Photoshop CS3 or earlier versions, Illustrator CS3 or earlier versions, Microsoft Publisher, Corel Draw 11, or High Resolution PDF files (fonts must be embedded.)

**If you provide native files all fonts must be included.**

## GET THE ATTENTION OF MORE CUSTOMERS!

**ARRL offers high-quality production services to advertisers.**

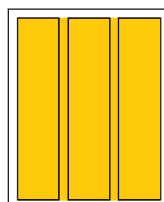
These services include graphic design, ad layout, and production. The services are utilized by advertisers seeking a special look for ads, or for those considering ways to expand their exposure to customers by placing larger ads (color, full or half page). ARRL staff works closely with advertisers, completing 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.



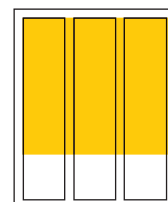
**Full Page with 1/8" BLEED**

**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

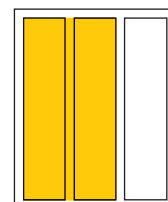
## Ad Sizes



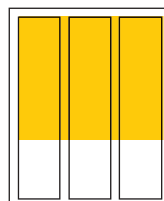
**Full Page**  
7" W x 10" H



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



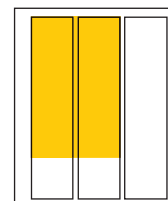
**Two-thirds Vert.**  
4-5/8" W x 10" H



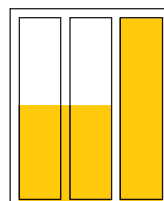
**Two-thirds Horiz.**  
7" W x 6-3/4" H



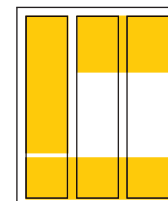
**One-half Horiz.**  
7" W x 5" H



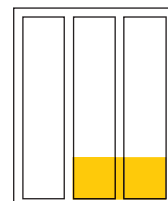
**One-half Vert.**  
4-5/8" W x 7-1/2" H



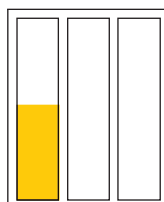
**One-third**  
4-5/8" W x 5" H  
2-1/4" W x 10" H



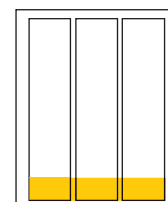
**One-fourth**  
2-1/4" W x 7-1/2" H  
4-5/8" W x 3-3/4" H  
7" W x 2-1/2" H



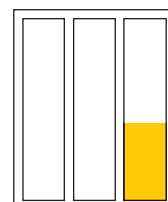
**One-sixth Horiz.**  
4-5/8" W x 2-1/2" H



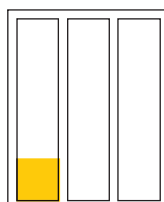
**One-sixth Vert.**  
2-1/4" W x 5" H



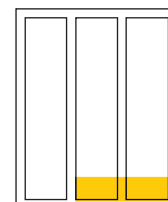
**One-eighth Horiz.**  
7" W x 1-1/4" H



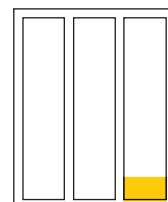
**One-eighth Vert.**  
2-1/4" W x 3-3/4" H



**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