

# The Leader

A Division of Lally Communications, Inc.

[www.TheLeaderOnline.com](http://www.TheLeaderOnline.com)

Phone 516.676.1434

Fax 516.671.7442

email: [advertising@theleaderonline.com](mailto:advertising@theleaderonline.com)

## AD SIZE SPECS:

**Full Page** 4 col Wide x 14 inches High

**3/4** 3 col x 14 inches  
4 col x 10.42 inches

**2/3** 3 col x 11 inches  
4 col x 9.3 inches

**1/2** 2 col x 13.9 inches  
3 col x 9.31 inches  
4 col x 6.92 inches

**1/3** 2 col x 9.5 inches  
4 col x 4.65 inches

**1/4** 1 col x 14 inches  
2 col x 6.92 inches  
3 col x 4.58 inches  
4 col x 3.33 inches

**1/6** 1 col X 9.67 inches  
2 col x 4.58 inches  
3 col x 2.96 inches

**1/8** 1 col x 7.21 inches  
2 col x 3.39 inches

**1/12** 1 col x 4.6 inches  
2 col x 2.29 inches

### Exact Width Measurements for Columns:

**1 column: 2.375"**

**2 column: 4.917"**

**3 column: 7.458"**

**4 column: 10.0"**

***The Leader* is published Wednesday of each week.  
See deadline sheet for more details.**