

WSM Ad Sizes

Column Widths

Wisconsin School Musician is a three column magazine with a live area of 7¼ inches by 10 inches.

One column – 2¼" **Two** columns – 4¾" **Three** columns – 7¼"

Ads not matching column width will be sized to fit or floated.

Premium pages: Full color

Outside Back Cover: (8¾" W x 8⅞" H) including bleeds

Inside Covers: (8¾" W x 11¼" H) including bleeds

Two-thirds page
Horizontal
(7¼" W x 6½" H)

One-sixth page
Vertical
(2¼" W x 4⅞" H)

One-third page
Horizontal
(4¾" W x 4⅞" H or
7¼" W x 3⅜" H)

Half page
Horizontal
(7¼" W x 4⅞" H)

One-third page
Vertical
(2¼" W x 10" H)

Two-thirds page
Vertical
(4¾" W x 10" H)

Full page
(7¼" W x 10" H)
Full page
with bleeds
(8¾" W x 11¼" H)

One-sixth page
Horizontal
(4¾" W x 2⅜" H)

One-fourth page
(available in vertical
orientation only)
(2¼" W x 7⅜" H)

Half page
Vertical
(4¾" W x 7⅜" H)