

# 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)