

---

## **Special Information**

---

### **Closing Dates**

COVERS—25th of 2nd month preceding.

FIRST FORM—25th of 2nd month preceding.

LAST FORM—18th of month preceding.

### **Publication Date**

1st of each month.

### **Size of Page**

800 lines—200 lines by 4 columns.

Size of type page,  $9\frac{1}{4}$  inches by  $14\frac{1}{4}$  inches.

### **Width of Columns**

Single column 13 ems ( $2\frac{1}{8}$  inches).

Double column 27 ems ( $4\frac{1}{2}$  inches).

### **Half-Tones**

Up to 133 lines screen—under 100 not acceptable.

### **Position**

15 per cent. extra for guaranteed position.

### **Key Numbers**

Not responsible for insertion of Key numbers, but greatest care will be taken to ensure correctness.

### **Minimum Advertisements**

Advertisements for display columns must not be less than 10 lines single column.

---