

# WNPA IMPACT (2X2) AD NETWORK

## Guidelines

### Ad Sizes:

#### One column



#### 1x4

PASS: 2 1/16" wide by 4" high  
SAU: 1.833" wide by 4" high

#### 1x8

PASS: 2 1/16" wide by 8" high  
SAU: 1.833" wide by 8" high

#### 2x2

PASS: 3.792" wide by 2" high  
SAU: 4.25" wide by 2" high

#### 2x4

PASS: 3.792" wide by 4" high  
SAU: 4.25" wide by 4" high

#### Two columns



If you plan to run your ad in Washington as well as in other states, choose the 2x2 or 2x4 ad format. WNPA will accept 1x4 and 1x8 ads, but most other states accept only 2x2 and 2x4 ads.

### Ad Design:

Ads in this program typically have a border, headline, text and graphic. Use your logo. Grays and reverse screens may not reproduce well in all participating newspapers.

Please e-mail two copies of your ad, each in a separate PDF, to [ads@wnpa.com](mailto:ads@wnpa.com). One copy should be PASS size and the other SAU size.



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