

The Lead's 2025 Magazine Advertising Specifications

The Merrimack County
Lead.

Publishes Aug. 25, 2025

HALF PAGE HORIZONTAL
5.25" × 7.75" = 40.69 sq inches

MAKERS
3.5 x 1

BUSINESS CARD
3.5 x 2
7 sq inches

QTR PAGE VERTICAL
5.25 x 3.7917
19.91 sq inches

HALF PAGE VERTICAL
 $3.7917'' \times 10.5'' =$
39.81 sq inches

FULL PAGE VERTICAL

8.5 x 11

96 sq inches