


Register Tape Ad Size Guide

Artwork Strip Length to $23 \frac{3}{8}$ " or 23.375

Two Options to Run Ads:

Landscape - Side Off 

Portrait - Top Off 

Register Tape Size vs Artwork Width:

Subtract $\frac{1}{4}$ " ($3 \frac{1}{8}$ " wide tape becomes $2 \frac{7}{8}$ " wide artwork)

Math Formula:

1. Multiply space between coupons by number of coupons.
ie. $10 \times 0.125 = 1.25$ see General Guidelines below
2. Subtract above number from 23.375
ie. $23.375 - 1.25 = 22.125$
3. Divide above number by number of coupon
ie. $22.125 / 10 = 2.2125$

General Guidelines:

- 1-11 Coupons: $\frac{1}{8}$ " between coupons ($\frac{1}{8}$ " = .125)
12+ Coupons: $\frac{1}{16}$ " between coupons ($\frac{1}{16}$ " = .0625)

Ads to fit 2 1/4" register tape

6 ads at
2" x 3.7685"

12 ads at
2" x 1.8218"

8 ads at
2" x 2.7952"

14 ads at
2" x 1.5437"

10 ads at
2" x 2.2111"

16 ads at
2" x 1.3976"

18 ads at
2" x 1.2978"

Ads to fit 3 1/8" register tape

6 ads at
2.875" x 3.7685"

12 ads at
2.875" x 1.8218"

14 ads at
2.875" x 1.5437"

8 ads at
2.875" x 2.7952"

16 ads at
2.875" x 1.3976"

10 ads at
2.875" x 2.2111"

18 ads at
2.875" x 1.2978"

Ads to fit 3" register tape

6 ads at
2.75" x 3.7685"

12 ads at
2.75" x 1.8218"

14 ads at
2.75" x 1.5437"

8 ads at
2.75" x 2.7952"

16 ads at
2.75" x 1.3976"

10 ads at
2.75" x 2.2111"

18 ads at
2.75" x 1.2978"

Ads to fit 3 1/4" register tape

6 ads at
3" x 3.7685"

12 ads at
3" x 1.8218"

8 ads at
3" x 2.7952"

14 ads at
3" x 1.5437"

10 ads at
3" x 2.2111"

16 ads at
3" x 1.3976"

18 ads at
3" x 1.2978"