

24'' paper column widths

August 2009

6 column standard format	Picas	Inches	Points
6 columns	67p0	11.1667	804
5 columns	55p8	9.2778	668
4 columns	44p4	7.389	532
3 columns	33p0	5.5	396
2 columns	21p8	3.6111	260
1 column	10p4	1.7222	124

9 column standard format	Picas	Inches	Points
9 columns	67p0	11.1667	804
8 columns	59p6	9.9167	714
7 columns	52p0	8.667	624
6 columns	44p6	7.4167	534
5 columns	37p0	6.1667	444
4 columns	29p6	4.9167	354
3 columns	22p0	3.6667	264
2 columns	14p6	2.4167	174
1 column	7p0	1.1667	84

Special Section Tabs – 4 column format

	Picas	Inches	Points
4 columns	60	10	720
3 columns	44p9	7.4583	537
2 columns	29p6	4.9167	354
1 column	14p3	2.375	171

Full Page Ad	4 columns	X	10.75''	720
1/2 Page Verticle	2 columns	X	10.75''	354
1/2 Page Horizontal	4 columns	X	5.25''	720
1/4 Page	2 columns	X	5.25''	354
1/8 Page	2 columns	X	2.55''	354