

STANDARD-R.O.P. Advertising Units

Columns	Actual Size (In.)
1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns (10"w x 21.5" h)
Standard double truck	
12 columns	21.5 inches
Gutter 12 points	

STANDARD TABLOID Advertising Units

Columns	Actual Size (In.)
1 column	1.53 inches
2 columns	3.22 inches
3 columns	4.92 inches
4 columns	6.61 inches
5 columns	8.31 inches
6 columns	10 inches
Standard full page	6 columns (10"w x 10" h)
Standard double truck	
12 columns	21.5 inches
Gutter 12 points	

MODULAR TABLOID Advertising Units

Columns	Actual Size (In.)
1 column	2.37 inches
2 columns	4.92 inches
3 columns	7.46 inches
4 columns	10 inches
Modular Full page	4 columns (10"w x 10" h)
Standard double truck	
12 columns	21.5 inches
Gutter 12 points	

6col=10" w

5col=8.31" w

4col=6.61" w

**1col
1.53" w**

**2col
3.22" w**

**3col
4.92" w**

Classified STANDARD FORMAT

Columns	Actual Size (in)
1 column	0.95"
2 column	1.95"
3 column	2.96"
4 column	3.96"
5 column	4.97"
6 columns	5.97"
7 columns	6.98"
8 columns	7.98"
9 columns	8.99"
10 columns	10"
Full page	10 columns (10"w x 21.5" h)
Gutter 4.0 points	

Classified OBITUARIES

Columns	Actual Size (in)
1 column	1.52"
2 column	3.22"
3 column	4.91"
4 column	6.61"
5 column	8.30"
6 columns	10"
Full page	6 columns (10"w x 21.5" h)
Gutter 12 points	

Classified OPEN HOUSES

Columns	Actual Size (in)
1 column	1.95"
2 column	3.96"
3 column	5.97"
4 column	7.98"
5 column	10"
Full page	5 columns (10"w x 21.5" h)
Gutter 4 points	

Classified SERVICES DIRECTORY

Columns	Actual Size (in)
1 column	2.37"
2 column	4.91"
3 column	7.45"
4 column	10"
Full page	4 columns (10"w x 21.5" h)
Gutter 12 points	

10 col
1 Col = 0.95"
4.0 points gutter

6 col
1 Col = 1.52"
12 points gutter

5 col
1 Col = 1.95"
4 points gutter

4 col
1 Col = 2.37"
12 points gutter

6col-Tab
10" w

5col-Tab
8.31" w

4col-Tab
6.61" w

3col-Tab
4.92" w

2col-Tab
3.22" w

1col-
Tab
1.53" w

ONE INCH GUTTER

6col-Tab
10" w

5col-Tab
8.31" w

4col-Tab
6.61" w

3col-Tab
4.92" w

2col-Tab
3.22" w

1col-
Tab
1.53" w

4col-Tab
10" w

3col-Tab
7.46" w

1col-Tab
2.37" w

2col-Tab
4.92" w

ONE INCH GUTTER

4col-Tab
10" w

3col-Tab
7.46" w

1col-Tab
2.37" w

2col-Tab
4.92" w