

Sample Ad Sizes

Column Widths:

1 = 9.5 picas, 2 = 20 picas, 3 = 30.5 picas, 4 = 41 picas, 5 = 51.5 picas, 6 = 62 picas
 1 = 1.58 inches 2 = 3.33 inches 3 = 5.08 inches 4 = 6.83 inches 5 = 8.58 inches 6 = 10.33 inches

Col. x Inches	Total Units	Dimensions
1x4	4	1.58" x 4"
2x2	4	3.33" x 2"
2x3	6	3.33" x 3"
2x4	8	3.33" x 4"
2x5	10	3.33" x 5"
2x6	12	3.33" x 6"
2x10	20	3.33" x 10"
2x14.8	29.6	3.33" x 14.8"
3x2	6	5.08" x 2"
3x3	9	5.08" x 3"
3x4	12	5.08" x 4"
3x6	18	5.08" x 6"
3x7.5 Quarter Page	22.5	5.08" x 7.5"
3x10	30	5.08" x 10"
3x14.8 Half Page	44.4	5.08" x 14.8"
4x3	12	6.83" x 3"
4x4	16	6.83" x 4"
4x5	20	6.83" x 5"
4x11	44	6.83" x 11"
6x7.5 Half Page	45	10.33" x 7.5"
6x10	60	10.33" x 10"
6x14.8 Full Page	88.8	10.33" x 14.8"

