

# AD SIZES IN INCHES & PICAS

## *Regular Columns*

	PICAS	INCHES
1 column.....	10p6.....	1.75"
2 columns.....	21p9.....	3.625"
3 columns.....	33p.....	5.5"
4 columns.....	44p3.....	7.375"
5 columns.....	55p6.....	9.25"
6 columns.....	66p9.....	11.125"

## *Tab Sizes*

	PICAS	INCHES
1/16 Ad.....	10p6 x 16.....	1 11/16" x 2 5/8"
1/8 Ad.....	21p9 x 16.....	3 5/8" x 2 5/8"
1/4 Ad.....	21p9 x 33.....	3 5/8" x 5 1/2"
1/2 Ad.....	21p9 x 66p9.....	3 5/8" x 11"
1/2 Ad.....	55p6 x 33.....	9 1/4" x 5 1/2"
1/2 (odd).....	33p x 49p9.....	5 1/2" x 8 1/4"
Full Page .....	55p6 x 66p9.....	9 1/4" x 11"

## *Skinny Columns*

	PICAS	INCHES
1 column	6p7	1.137"
2 columns	14p1	2.386"
3 columns	21p7	3.637"
4 columns	29p2	4.885"
5 columns	36p7	6.133"
6 columns	44p1	7.381"
7 columns	51p7	8.629"
8 columns	59p1	9.877"
9 columns	66p7	11.125"

## *Community Advantage*

1/16 Ad.....	10 x 13.5 picas.....	1 5/8" x 2 1/4"
1/8 Ad.....	21 x 13.5 picas.....	3 1/2" x 2 1/4"
1/4 Ad.....	21 x 28 picas.....	3 1/2" x 4 5/8"
1/2 Ad.....	21 x 57 picas.....	3 1/2" x 9 1/2"
1/2 Ad.....	43 x 28 picas.....	7 1/8" x 4 5/8"
1/2 (odd size) ...	32 x 43 picas.....	5 1/2" x 7 1/4"
Full Page .....	43 x 57 picas.....	7 1/8" x 9 1/2"