

# COLUMN MEASURES

## ROP MEASURES

	<u>Picas</u>	<u>Rounded Fractions</u>	<u>Inches</u>
<b>1 COL.....</b>	<b>10.5.....</b>	<b>1 3/4".....</b>	<b>1.736"</b>
<b>2 COL.....</b>	<b>21.6.....</b>	<b>3 9/16".....</b>	<b>3.583"</b>
<b>3 COL.....</b>	<b>32.7.....</b>	<b>5 7/16".....</b>	<b>5.431"</b>
<b>4 COL.....</b>	<b>43.8.....</b>	<b>7 1/4".....</b>	<b>7.278"</b>
<b>5 COL.....</b>	<b>54.9.....</b>	<b>9 1/8".....</b>	<b>9.125"</b>
<b>6 COL.....</b>	<b>65.10.....</b>	<b>11".....</b>	<b>10.972"</b>
<b>Full Pg - 19 3/4" Depth</b>		<b>4x's - 1/2 Pg = 9 3/4" Depth</b>	

## ROP TAB

<b>1 COL.....</b>	<b>10.5.....</b>	<b>1 3/4".....</b>	<b>1.736"</b>
<b>2 COL.....</b>	<b>21.6.....</b>	<b>3 9/16".....</b>	<b>3.583"</b>
<b>3 COL.....</b>	<b>32.7.....</b>	<b>5 7/16".....</b>	<b>5.431"</b>
<b>4 COL.....</b>	<b>43.8.....</b>	<b>7 1/4".....</b>	<b>7.278"</b>
<b>5 COL.....</b>	<b>54.9.....</b>	<b>9 1/8".....</b>	<b>9.125"</b>

Ad size 10 3/4" Deep - 11" Includes Folio  
 Full Page Tab -- 9.125" x 10 3/4" (11" w/folio)

## CLASSIFIED MEASURES

	<u>Picas</u>	<u>Rounded Fractions</u>	<u>Inches</u>
<b>1 COL.....</b>	<b>6.2.....</b>	<b>1".....</b>	<b>1.03"</b>
<b>2 COL.....</b>	<b>12.9.....</b>	<b>2 1/8".....</b>	<b>2.12"</b>
<b>3 COL.....</b>	<b>19.6.....</b>	<b>3 1/4".....</b>	<b>3.25"</b>
<b>4 COL.....</b>	<b>26.1.....</b>	<b>4 1/3".....</b>	<b>4.35"</b>
<b>5 COL.....</b>	<b>32.8.....</b>	<b>5 4/9".....</b>	<b>5.44"</b>
<b>6 COL.....</b>	<b>39.3.....</b>	<b>6 1/2".....</b>	<b>6.54"</b>
<b>7 COL.....</b>	<b>45.10.....</b>	<b>7 2/3".....</b>	<b>7.64"</b>
<b>8 COL.....</b>	<b>52.5.....</b>	<b>8 3/4".....</b>	<b>8.66"</b>
<b>9 COL.....</b>	<b>59.2.....</b>	<b>9 6/7".....</b>	<b>9.86"</b>
<b>10 COL.....</b>	<b>65.9.....</b>	<b>11".....</b>	<b>10.96"</b>

## CLASSIFIED TAB

<b>1 COL.....</b>	<b>6.2.....</b>	<b>1".....</b>	<b>1.03"</b>
<b>2 COL.....</b>	<b>12.9.....</b>	<b>2 1/8".....</b>	<b>2.12"</b>
<b>3 COL.....</b>	<b>19.6.....</b>	<b>3 1/4".....</b>	<b>3.25"</b>
<b>4 COL.....</b>	<b>26.1.....</b>	<b>4 1/3".....</b>	<b>4.35"</b>
<b>5 COL.....</b>	<b>32.8.....</b>	<b>5 4/9".....</b>	<b>5.44"</b>
<b>6 COL.....</b>	<b>39.3.....</b>	<b>6 1/2".....</b>	<b>6.54"</b>
<b>7 COL.....</b>	<b>45.10.....</b>	<b>7 2/3".....</b>	<b>7.64"</b>
<b>8 COL.....</b>	<b>52.5.....</b>	<b>8 3/4".....</b>	<b>8.66"</b>

### DOUBLE TRUCKS (6.4 pica gutter)

13 Col Reg.....	138.0 picas.....	23"
21 Col Reg.....	138.0 picas.....	23"
11 Col Reg(Jr Dbt)	115.10p.....	19.31"
9 Col Reg(Jr Dbt).	.93.8.....	15.61"
*Image Area for Dbt Trk Std -- 23" x 19 3/4"		
<b>23" x 20" w/folio</b>		

### TAB DOUBLE TRUCKS

11 Col Tab.....	120.6p.....	20.00"
17 Col MOD....	120.6p.....	20.00"
* Image Area for Dbt Trk Tab -- 20" x 10 3/4"		
<b>20" x 11" w/folio --- Paper size 21" x 12"</b>		