

Ad Measurements

ROP DISPLAY AD MEASUREMENTS

# of Columns	Picas/Points	Decimals	Rounded Fractions
1	11p0	1.833"	1-13/16
2	22p9	3.792"	3-3/4
3	34p6	5.750"	5-3/4
4	46p2	7.708"	7-11/16
5	58p0	9.667"	9-5/8
6	69p9	11.625"	11-5/8

Display broadsheet image depth 19.75"
Display tabloid image depth 11.375"

Display broadsheet doubletruck 24" x 19.75"
Display tabloid doubletruck 19.75" x 11.375"

CLASSIFIED AD MEASUREMENTS

# of Columns	Picas/Points	Decimals	Rounded Fractions
1	6p9	1.125"	1-1/8
2	13p9	2.292"	2-1/4
3	20p9	3.458"	3-7/16
4	27p9	4.625"	4-5/8
5	34p9	5.792"	5-3/4
6	41p9	6.958"	6-15/16
7	48p9	8.125"	8-1/8
8	55p9	9.292"	9-5/16
9	62p9	10.458"	10-7/16
10	69p9	11.625"	11-5/8

Classified broadsheet image depth 19.75" or 276 lines (10 columns wide)
Classified tabloid image depth 11.375" or 159 lines (8 columns wide)

Classified broadsheet doubletruck 24" x 19.75"
Classified tabloid doubletruck 19.75" x 11.375"

