

# **Guide To Ad Sizes**

**6 column pages  
(84 col. inches per page)**

**1/8 page**

**(2 col x 5.25) or (3 col x 3.5)**

**1/4 page**

**(2 col x 10.5) or (3 col x 7) or (4 col x 5.25) or (5 col x 4.25)**

**3/8 page**

**(3 col x 10.5) or (4 col x 7.9) or 5 col x 6.3) or (6 col x 5.25)**

**1/2 page**

**(3 col x 14) or (4 col x 10.5) or (5 col x 8.4) or (6 col x 7)**

**3/4 page**

**(5 col x 12.6) or (6 col x 10.5)**

# Column Widths

1 column:  
1.5 inches

2 column:  
3.25 inches

3 column:  
5 inches

4 column:  
6.75 inches

5 column:  
8.5 inches

6 column:  
10.25 inches

Includes borders