

PRODUCTION SPECIFICATIONS

Mechanical Measurements

We are SAU

Thurs Page Size: 6 columns x 21 inches

Mon. Page Size: 5 columns x 13 3/8 inches

Column Sizes

1 column	2 ^{1/6} inches	12 ^{1/2} picas
2 column	4 ^{1/4} inches	24 ^{1/2} picas
3 column	6 ^{7/16} inches	38 picas
4 column	8 ^{5/8} inches	52 picas
5 column	10 ^{3/4} inches	65 picas
6 column	13 inches	78 ^{1/2} picas

CD Column Widths

1.....	1.34
2.....	2.75
3.....	4.25
4.....	5.62
5.....	7.12
6.....	8.50
7.....	10
8.....	11.5
9.....	13

Ads are sold in increments of 1/2" depth.

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