

2012 Measurements

O B S E R V E R P U B L I S H I N G C O M P A N Y

Use these measurements for:
Observer-Reporter and
The Almanac Ads

Broadsheet & Classified Measurements (6 Columns to Page)

| Columns | Inches |
|-----------|--------|
| 1 Column | 1.5" |
| 2 Columns | 3.25" |
| 3 Columns | 4.9" |
| 4 Columns | 6.6" |
| 5 Columns | 8.3" |
| 6 Columns | 10" |
| Gutter | .125" |

Full Page Depth: 20.8"

Block Tabloid Measurements (4 Columns to Page)

| Columns | Inches |
|--------------|-------------|
| 1/8 Page | 4.6" x 2.4" |
| 1/4 Page | 4.6" x 4.8" |
| 1/2 Page (V) | 4.6" x 9.8" |
| 1/2 Page (H) | 9.5" x 4.8" |
| Full Page | 9.5" x 9.8" |

Full Page Tab Depth: 10"

New Sizes Effective November 1, 2011