

2011 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 Display Ads**

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

Broadsheet Measurements (6 Columns to Page)

Columns	Inches
1 Column	1.801"
2 Columns	3.741"
3 Columns	5.681"
4 Columns	7.620"
5 Columns	9.560"
6 Columns	11.5"
Gutter	.139"

Full Page Depth: 20.8"

Classified Measurements (9 Columns to Page)

Columns	Inches
1 Column	1.167"
2 Columns	2.458"
3 Columns	3.750"
4 Columns	5.042"
5 Columns	6.333"
6 Columns	7.625"
7 Columns	8.917"
8 Columns	10.208"
9 Columns	11.5"
Gutter	.125"

Full Page Depth: 20.8"

Block Tabloid Measurements (4 Columns to Page)

Columns	Inches
1/8 Page	4.667" x 2.75"
1/4 Page	4.667" x 5.6"
1/2 Page (V)	4.667" x 11.3"
1/2 Page (H)	9.5" x 5.6"
Full Page	9.5" x 11.3"

Full Page Tab Depth: 11.3"