

# 44" ADVERTISING MEASURES Updated 3/1/2011

## 6 Column ROP & Classified

Description	Width POINTS	Width PICAS	Width INCHES
1 COLUMN	112	9p4	1.556
2 COLUMN	232	19p4	3.222
3 COLUMN	352	29p4	4.889
4 COLUMN	472	39p4	6.556
5 COLUMN	592	49p4	8.222
6 COLUMN	712	59p4	9.889
STAND DT=13 COL	1503	125p4	20.889
CV TAB DT=13 COL	1530	127p6	21.25
TAB DT=13 COL	1478	123p2	20.528
TVBook 1.5 COL	175.752	14.7.752	2.441
Column Gutters 8pt/.11"	Spread Gutter 80pt/1.125"		

**BROADSHEET** Maximum Advertising Depth 20.5"

**TAB** Maximum Advertising Depth 9.5"

**CV DAILY TAB** Maximum Advertising Depth 11.5"

## 8 Column Hazleton BACK PAGE

Description	Width POINTS	Width PICAS	Width INCHES
1 COLUMN	82	6p10	1.139
2 COLUMN	172	14p4	2.389
3 COLUMN	262	21p10	3.639
4 COLUMN	352	29p4	4.889
5 COLUMN	442	26p10	6.139
6 COLUMN	532	44p4	7.389
7 COLUMN	622	51p10	8.639
8 COLUMN	712	59p4	9.889

**CLASS LINERS BROAD** Max Depth 20.25" or 224 Lines

**CLASS AUTO DEALERS** Max Depth 18" or 200 Lines

**CLASS LINERS TAB** Max Depth 9.25" or 102 Lines

**Scr Anniversary/Engagement** 13p2 x 21p

**Scranton Brides** 13p2 x 34p

**Scranton Obits** 9p4x15p3.273

## 4 Column Broadsheet MODULAR (Real Estate)

Modular Description	VD Mod Code	Width PICAS	Width INCHES	Depth PICAS	Depth INCHES
1x1	BR1x1	14p4	2.389	28p8.25	4.7813
1x2	BR1x2	14p4	2.389	59p1.5	9.6875
1x3	BR1x3	14p4	2.389	87p6.75	14.5938
1x4	BR1x4	14p4	2.389	117p	19.5
2x1	BR2x1	20p4	4.889	28p8.25	4.7813
2x2	BR2x2	29p4	4.889	59p1.5	9.6875
2x3	BR2x3	29p4	4.889	87p6.75	14.5938
2x4	BR2x4	29p4	4.889	117p	19.5
3x1	BR3x1	44p4	7.389	28p8.25	4.7813
3x2	BR3x2	44p4	7.389	59p1.5	9.6875
3x3	BR3x3	44p4	7.389	87p6.75	14.5938
3x4	BR3x4	44p4	7.389	117p	19.5
4x1	BR4x1	59p4	9.889	28p8.25	4.7813
4x2	BR4x2	59p4	9.889	59p1.5	9.6875
4x3	BR4x3	59p4	9.889	87p6.75	14.5938
4x4	BR4x4	59p4	9.889	117p	19.5



## 4 Column MODULAR TAB

Modular Description	VD Mod Code	Width PICAS	Width INCHES	Depth PICAS	Depth INCHES
FULL PAGE	TAB_FP	59p4	9.889	57	9.5
3/4 V 3col	T3/4VT	44p4	7.389	57	9.5
3/4 H 4col	T3/4HZ	59p4	9.889	42.589 p	7.098
2/3 or 9/16 3col	T2/3	44p4	7.389	42.589 p	7.098
1/2 H 4col	T1/2HZ	59p4	9.889	28.164p	4.694
1/2 V 2col	T1/2VT	29p4	4.889	57	9.5
1/3 or 3/8 H 3col	T3/8HZ	44p4	7.389	28.164p	4.694
3/8 V 2col	T3/8VT	29p4	4.889	42.589 p	7.098
1/4 Block 2col	T1/4BL	29p4	4.889	28.164p	4.694
1/4 V 1col	T1/4VT	14p4	2.389	57	9.5
1/4 Banner 4col	T1/4HZ	59p4	9.889	13.758p	2.293
3/16 V 1col	T3/16V	14p4	2.389	42.589 p	7.098
3/16 H 3col	T3/16H	44p4	7.289	13.758p	2.293
1/8 V 1col	T1/8VT	14p4	2.389	28.164p	4.694
1/8 H 2col	T1/8HZ	29p4	4.889	13.758p	2.293
1/16 1col	T1/16	14p4	2.389	13.758p	2.293
1/32 Bus. Dir. 1col	T1/32	14p4	2.389	6.483p	1.073
DT 9col	TAB_DT	123p2	20.528	57	9.5

## 6 Column Classified Display MODULAR

Modular Description	VD Mod Code	Number of Columns	Width INCHES	Depth INCHES
Full Page	DFULL	6	9.889	20.5
5/6 th	D5/6	5	8.222	20.5
3/4 H	D3/4H	6	9.889	15.34
2/3 H	D2/3H	6	9.889	13.63
2/3 V	D2/3V	4	6.556	20.5
1/2 H	D1/2H	6	9.889	10.194
1/2 V	D1/2V	3	4.889	20.5
1/3 H	D1/3H	6	9.889	6.759
1/3 V	D1/3V	2	3.222	20.5
1/4 H	D1/4H	6	9.889	5.042
1/4 V	D1/4V	3	4.889	10.194
1/6 th	D1/6	3	4.889	6.759
2/15 th H	D215H	4	6.556	4.014
2/15 th V	D215V	2	3.222	8.143
1/8 V	D1/8V	3	4.889	5.042
1/8 H	D1/8H	6	9.889	2.465
1/15 th	D1/15	2	3.222	4.014
1/16 th	D1/16	3	4.889	2.465
1/18 th	D1/18	2	3.222	3.324
1/24 th	D1/24	2	3.222	2.465
1/30 th	D1/30	2	3.222	1.95
1/36 th	D1/36	1	1.556	3.324
1/42 nd	D1/42	1	1.556	2.833
1/48 th	D1/48	1	1.556	2.465
1/60 th	D1/60	1	1.556	1.95
1 x Full Depth	D1XFD	1	1.556	20.5
5 x Half Depth	D5XHD	5	8.222	10.195
4 x Half Depth	D4XHD	4	6.556	10.195
2 x Half Depth	D2XHD	2	3.222	10.195
1 x Half Depth	D1XHD	1	1.556	10.195
5 x Third Depth	D5XTD	5	8.222	6.759
4 x Third Depth	D4XTD	4	6.556	6.759
2 x Third Depth	D2XTD	2	3.222	6.759
1 x Third Depth	D1XTD	1	1.556	6.759
5 x Quarter Depth	D5XQD	5	8.222	5.042
4 x Quarter Depth	D4XQD	4	6.556	5.042
2 x Quarter Depth	D2XQD	2	3.222	5.042
1 x Quarter Depth	D1XQD	1	1.556	5.042
Strip A	DSTPA	6	9.889	3
Strip B	DSTPB	6	9.889	2
Strip C	DSTPC	6	9.889	1
Double Truck Full Depth	DDTFD	13	20.889	20.5
Double Truck Half Depth	DDTHD	13	20.889	10.195
Double Truck Third Depth	DDTTD	13	20.889	6.759
Double Truck Quarter Depth	DDTQD	13	20.889	5.042