

2 x 3  
(2 columns x 3 inches)

actual retail ad size

## How to Interpret Ad Sizes

A 2x3 ad is read as 2 column inches wide by 3 inches high and is said to be a 6 inch ad. A retail full page is 6 column inches wide and 21 ½ inches high and is said to be a 129" ad (6x21.5).

NOTE: A column inch is not an actual inch (see dimensions below). There are 6 columns across on a standard retail broadsheet and there are 10 columns across on a standard classified broadsheet.

## Retail Broadsheet and Tabloid Ad Sizes

COL	DECIMAL	FRACTION
1 col.	1.78"	1 3/4"
2 col.	3.72"	3 23/32"
3 col.	5.67"	5 5/8"
4 col.	7.61"	7 19/32"
5 col.	9.56"	9 9/16"
6 col.	11.5"	11 1/2"

### **BROADSHEET**

Maximum Broadsheet Size:

6 col. x 21 ½" (11.5"x21.5")

Doubletruck Broadsheet Size:

12 col. x 21 ½" (24"x21.5")

### **TABLOID**

Maximum Tabloid Size:

5 col. x 11 ½" (9.56"x11.5")

Doubletruck Tabloid Size:

10 col. x 11 ½" (20.11"x11.5")

### **BROADSHEET**

Maximum Broadsheet Size:

10 col. x 301 lines (11.47"x21.5")

Doubletruck Broadsheet Size:

20 col. x 301 lines (24"x21.5")

### **TABLOID**

Maximum Tabloid Size:

8 col. x 161 lines (9.19"x11.47")

Doubletruck Tabloid Size:

16 col. x 161 lines (21.6875"x11.47")

COL	DECIMAL	FRACTION
1 col.	1.09"	1 1/16"
2 col.	2.24"	2 1/4"
3 col.	3.38"	3 3/8"
4 col.	4.55"	4 9/16"
5 col.	5.70"	5 23/32"

Actual Retail Ad Sizes

3 col.  
X  
10 inch

3 col. x 3 inch

2 col.  
X  
7 inch

3 col. x 5 inch

1 col.  
X  
2 inch

2 col. x 2 inch

NOTE: A retail broadsheet is 6 columns across

Actual Classified Ad Sizes

5 col.  
X  
10 inch

3 col. x 3 inch

4 col.  
X  
6 inch

2 col.  
X  
7 inch

3 col. x 5 inch

1 col.  
X  
2 inch

2 col. x 2 inch

NOTE: A classified broadsheet is 10 columns across