

**1/4 page = 24 column inches**  
**3 columns x 8" (as shown)**  
**or 4 columns x 6"**

**9 column inches**  
**2 columns x 4½"**  
**or 3 columns x 3" (as shown)**

**business card**  
**2 columns x 2"**  
**(as shown)**

**1/8 page = 12 column inches**  
**2 columns x 6"**  
**or 3 columns x 4" (as shown)**

**1/6 page = 15 column inches**  
**2 columns x 7½"**  
**3 columns x 5" (as shown)**

**1/2 page = 48 column inches**  
**3 columns x 16"**  
**4 columns x 12"**  
**or 6 columns x 8" (as shown)**



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**Full Page**  
**96 column inches = 6 columns x 16**