

**1  
NARROW  
WEB  
Column  
1.8125 in  
with a  
0.125 in  
gutter**

# NARROW WEB

## Broadsheet Column Inches

with a 0.125 in gutter

<u>Columns</u>	<u>Size</u>	<u>Decimal</u>
1 column	1-13/16 in	1.8125 in
2 columns	3-3/4 in	3.75 in
3 columns	5-11/16 in	5.6875 in
4 columns	7-5/8 in	7.625 in
5 columns	9-9/16 in	9.5625 in
6 columns	11-1/2 in	11.5 in

### Modular Sizes

<b>Full Page</b>	<b>3/4 Page</b>	<b>2/3 Page</b>	<b>1/2 Page</b>
6 col. x 21"	6 col. x 15.75"	6 col. x 14"	6 col. x 10.5"
	5 col. x 18.9"	4 col. x 21"	4 col. x 15.75"
			3 col. x 21"
<b>1/3 Page</b>	<b>1/4 Page</b>	<b>1/6 Page</b>	<b>1/8 Page</b>
6 col. x 7"	3 col. x 10.5"	4 col. x 5.25"	3 col. x 5.25"
4 col. x 10.5"	2 col. x 15.75"	3 col. x 7"	
3 col. x 14"		2 col. x 10.5"	
2 col. x 21"			

**1**  
**NARROW**  
**WEB**  
**8 Col.**  
**Classified**  
**Column**  
**1.3281 in**  
**with a**  
**0.125 in**  
**gutter**

# NARROW WEB

## Classified Column Inches

with a 0.125 in gutter

<u>Columns</u>	<u>Decimal</u>
1 column	1.3281 in
2 columns	2.7813 in
3 columns	4.2343 in
4 columns	5.6875 in
5 columns	7.1406 in
6 columns	8.5938 in
7 columns	10.0469 in
8 columns	11.5 in

# Advertisement Size Samples

This box is 1 column inch ...  
1.8125" wide X 1" high

**Use column inches  
to build the ad size  
that's right for you**



# DeLand-Deltona Beacon

110 West New York Avenue • DeLand, FL 32720  
(386) 734-4622 • Fax (386) 734-4641

**Business Card**

← This is a **Business Card** size  
2 cols (3.75 inches)  
wide X 2 inches high

**PICK-UP  
RATE**  
Any time you  
run the same  
ad twice in  
one week, the  
second run is  
**30% off**

**2 X 4**

**Eighth Page**

↑ This is a 2x4 ad  
(3.75 inches wide,  
4 inches high)

This is a 2x5 ad  
(3.75 inches wide,  
5 inches high) →

**2 X 5**

← The bold outside border is a **Quarter Page** ... 3 cols wide x 10.5 inches high  
The grey dashed line is an **Eighth Page** ... 3 cols wide X 5 inches high

**Quarter Page**

# Advertisement Size Samples