

THE MORNING CALL

44" WEB ADVERTISING SIZES AND MEASURES in Picas and Inches 72 Points/Inch

Column	Display ROP and Classified		Tabloid		Quarterfold	
	Picas	Inches	Picas	Inches	Picas	Inches
1	9p1.8	1.525	9p1.8	1.525	6p0	1
2	19p3.84	3.22	19p3.84	3.22	13p0	2.167
3	29p5.88	4.915	29p5.88	4.915	20p0	3.33
4	39p7.92	6.61	39p7.92	6.61	27p0	4.5
5	49p9.96	8.305	49p9.96	8.305		
6	60p0	10	60p0	10		
Double Truck	126p0	21	126p0	21	60p0	10
Page Depth	126p10.8	21.15	63p0	10.5	57p0	9.5
Gutter between columns	1p0	.17	1p0	.17	1p0	.17
Gutter Between facing pages	6p0	1	6p0	1	6p0	1