

New 44-Inch Layout Advertising Metrics

Advertising Widths

| | |
|-----------|--------|
| 1 column | 1.563" |
| 2 columns | 3.25" |
| 3 columns | 4.938" |
| 4 columns | 6.625" |
| 5 columns | 8.313" |
| 6 columns | 10" |

**Maximum Ad Depth for
ROP and Classified is 21"**

**Maximum Ad Depth for
Tabloid is 9.75"**

