

Fifty Inch Advertising Dimensions

Depth in Inches	1 COL. 1.833"	2 COL. 3.792"	3 COL. 5.750"	4 COL. 7.708"	5 COL. 9.667"	6 COL. 11.625"
FD*	1xFD*	2xFD*	3xFD*	4xFD*	5xFD*	6xFD*
18.00"	1x18.00	2x18.00	3x18.00	4x18.00	5x18.00	6x18.00
15.75"	1x15.75	2x15.75	3x15.75	4x15.75	5x15.75	6x15.75
11.625"					T	
10.5"	1x10.5	2x10.5	3x10.5	4x10.5	5x10.5	6x10.5
5.812"	1x5.812	2x5.812	3x5.812	4x5.812	5x5.812	
5.25"	1x5.25	2x5.25	3x5.25	4x5.25		
3"	1x3	2x3				6x3
2"	1x2	2x2				6x2
1"	1x1					

- 1 Column 1.833"
- 2 Columns 3.792"
- 3 Columns 5.750"
- 4 Columns 7.708"
- 5 Columns 9.667"
- 6 Columns 11.625"

Double Truck 24.125" *FD (Full Depth)
 (There are four suggested double truck sizes:)
 24.125 x FD*
 24.125 x 18.00
 24.125 x 15.75
 24.125 x 10.50

can be 21" or deeper. Depth for each broadsheet newspaper are indicated in the Standard Rate and Data Service. All broadsheet newspapers can accept 21" ads, and may float them if their depth is greater than 21".

Gutters

between columns is equal to 0.125"

Tabloids:

The T size, measuring 9.667 x 11.625, represents the full page size. See individual SRDS listings for tabloid sections of broadsheet newspapers.

