

# NAA Recommended Advertising Dimensions for 11" Page–44" SAU 6 Columns

1 COL – 112 pt

2 COL – 232 pt

3 COL – 352 pt

4 COL – 472 pt

5 COL – 592 pt

6 COL – 712 pt

**CONVERSION:**  
 1 inch = 72 points  
 1 Column = 112 points  
 Gutter = 8 points  
 Margin = 40 points

1 x 72 pt					
1 x 108 pt					
1 x 144 pt	2 x 144 pt				
1 x 216 pt	2 x 216 pt				
1 x 252 pt	2 x 252 pt				
1 x 378 pt	2 x 378 pt	3 x 378 pt	4 x 378 pt		
1 x 504 pt	2 x 504 pt	3 x 504 pt	4 x 504 pt	5 x 504 pt	6 x 504 pt
1 x 756 pt	2 x 756 pt	3 x 756 pt	4 x 756 pt	5 x 756 pt	6 x 756 pt
1 x 936 pt	2 x 936 pt	3 x 936 pt	4 x 936 pt	5 x 936 pt	6 x 936 pt
1 x 1008 pt	2 x 1008 pt	3 x 1008 pt	4 x 1008 pt	5 x 1008 pt	6 x 1008 pt
1 x 1134 pt	2 x 1134 pt	3 x 1134 pt	4 x 1134 pt	5 x 1134 pt	6 x 1134 pt
1 x 1296 pt	2 x 1296 pt	3 x 1296 pt	4 x 1296 pt	5 x 1296 pt	6 x 1296 pt
1 x 1476 pt	2 x 1476 pt	3 x 1476 pt	4 x 1476 pt	5 x 1476 pt	6 x 1476 pt
					* 21" or 1512 pt

\* 21" Page Depth is not available at all newspapers — Check with the advertising department.