

NAA Recommended Advertising Dimencions for 12" Page

1 COL – 123 pt	2 COL – 255 pt	3 COL – 387 pt	4 COL – 519 pt	5 COL – 651 pt	6 COL – 783 pt
1 x 72 pt	2 x 144 pt				
1 x 108 pt					
1 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				
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

CONVERSION:
 1 inch = 72 points
 1 Column = 123 points
 Gutter = 9 points

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