

Newspaper Standard Ad Sizes

SAMPLE AD SIZES

The Chronicle runs 4 columns across,
60 column inches per page.

1 column x 1 inch

1 column x 3 inches

1 column x 2 inches

1 column x 4 inches

Details on column widths

The Chronicle employs a 4-column
format on tabloid pages. Total
image area is 16 inches high by
10 inches wide.

1 column– 2.333 inches (14 picas)

2 columns– 4.8889 inches (29p4 picas)

3 columns– 7.444 inches (44p8 picas)

4 columns– 10 inches (60 picas)



Call or e-mail for more information

(518) 792-1126

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2 column x 2 inches

3 column x 2 inches