

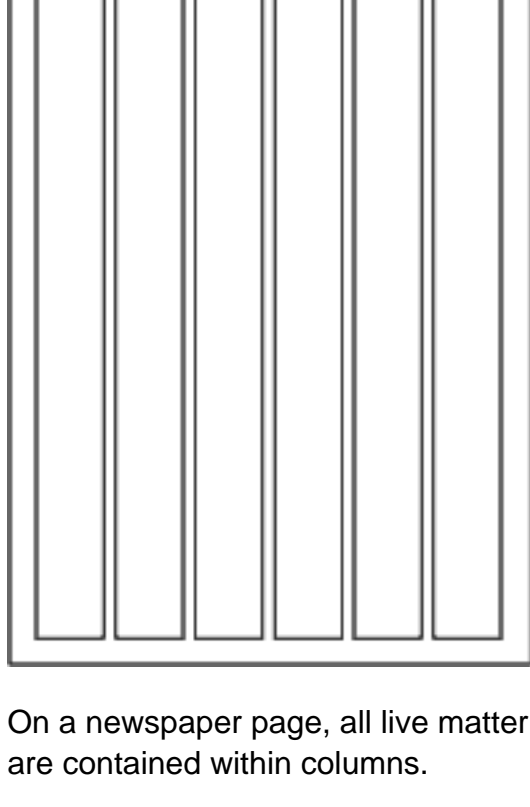
# Newspaper Column Inches

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This tutorial explains how to measure newspaper ad sizes in column inches.

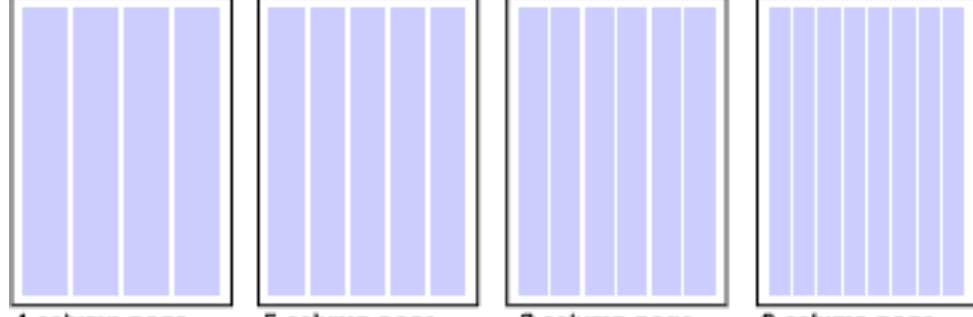
## Newspaper Grids

Newspaper pages are laid out on a **grid** which consists of a margin on 4 sides, a number of vertical columns, and space in between columns.



On a newspaper page, all live matter (copy, art, and ads) are contained within columns.

Newspapers grids are based on a different number of columns, depending on paper size and design preference. Common page grids include:

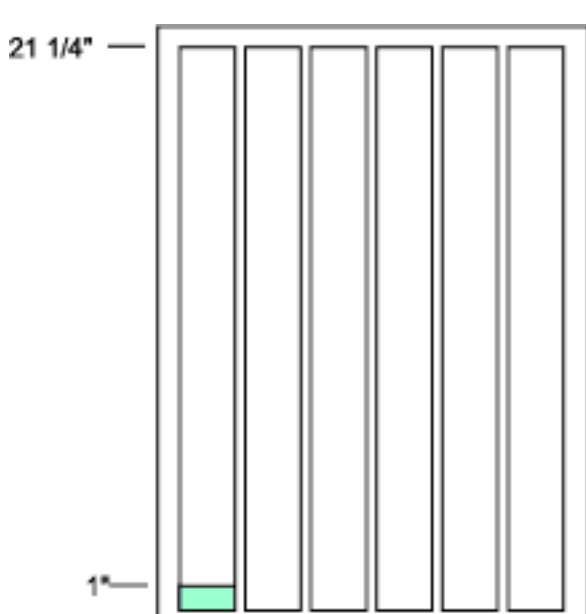


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## Column Inches

Newspapers sell advertising space on a page to retail advertisers, advertising agencies, and other media buyers.

Ads are measure using **column inches**. A column inch is a unit of space **one column wide by one inch high**.



One newspaper column inch.

On the six column page above, the **total** available column inches would equal the **number of inches** high x the **number of columns**.

$$21 \frac{1}{4} \times 6 \text{ columns} = 127 \frac{1}{2}''$$

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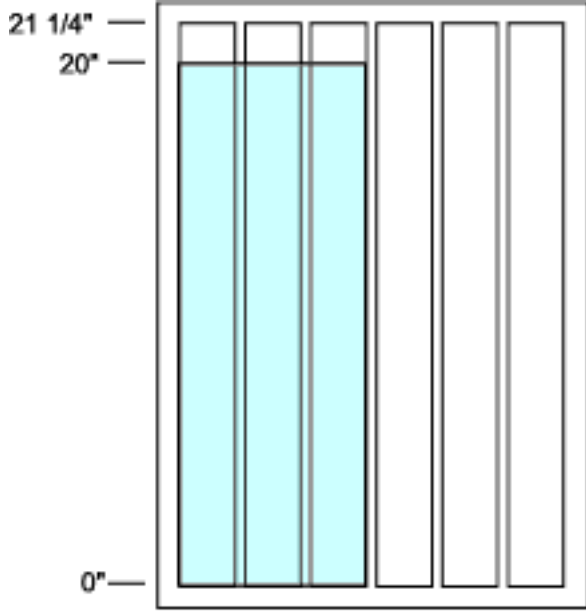
## Measuring Ad Dimensions Using Column Inches.

When an ad size is specified in column inches (60 col. inches, for example) it's dimensions must also be defined. In other words, how many columns wide by how many inches high.

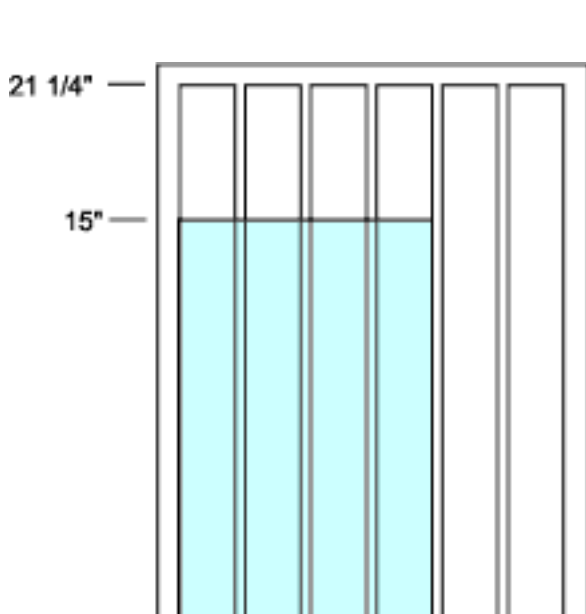
Here is the formula for determining ad dimensions:

$$\text{Col. inches divided by number of columns} = \text{Ad height in inches}$$

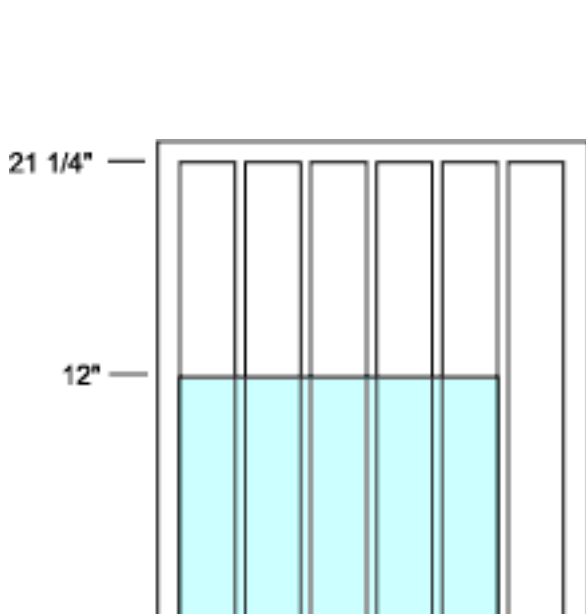
**Example:** Here are some possible variations for a 60 col. inch ad.



**3 col. x 20" ad**  
(60 col. inches divided by 3 columns = 20").



**4 col. x 15" ad**  
(60 col. inches divided by 4 columns = 15").



**5 col. x 12" ad**  
(60 col. inches divided by 5 columns = 12").

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## Exercise

Answer the following questions on a sheet of paper or print out the quiz page available [here](#).

1. Based on the above examples, what would be the dimensions of a 60 col. inch ad 6 columns wide?

a) 2 Col. x \_\_\_\_\_ "

b) 3 Col. x \_\_\_\_\_ "

c) 4 Col. x \_\_\_\_\_ "

d) 5 Col. x \_\_\_\_\_ "

e) 6 Col. x \_\_\_\_\_ "

3. Figure the possible dimensions of a 42 col. inch ad on a 5 column newspaper page. 21 1/4" is the maximum column height.

a) 2 Col. x \_\_\_\_\_ "

b) 3 Col. x \_\_\_\_\_ "

c) 4 Col. x \_\_\_\_\_ "

d) 5 Col. x \_\_\_\_\_ "

e) 6 Col. x \_\_\_\_\_ "

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Student Name: \_\_\_\_\_

## Newspaper Ad Dimensions Quiz

*Step one: Read the [Newspaper Column Inch Tutorial](#).*

*Step two: Print out this page. Print page 2 in the print dialogue box.*

*Step three: On the printout, answer the following questions and turn in to your technology instructor to receive credit for this exercise.*

1. Based on the examples in the tutorial, what would be the dimensions of a 60 col. inch ad 6 columns wide?

6 Col. x \_\_\_\_\_ "

2. Figure the possible dimensions of a 54 col. inch ad on a six column newspaper page. 21 1/4" is the maximum column height.

a) 2 Col. x \_\_\_\_\_ "

b) 3 Col. x \_\_\_\_\_ "

c) 4 Col. x \_\_\_\_\_ "

d) 5 Col. x \_\_\_\_\_ "

e) 6 Col. x \_\_\_\_\_ "

3. Figure the possible dimensions of a 42 col. inch ad on a 5 column newspaper page. 21 1/4" is the maximum column height.

a) 2 Col. x \_\_\_\_\_ "

b) 3 Col. x \_\_\_\_\_ "

c) 4 Col. x \_\_\_\_\_ "

d) 5 Col. x \_\_\_\_\_ "

e) 6 Col. x \_\_\_\_\_ "