

Vermont News & Media

Brattleboro Reformer

Bennington Banner

Manchester Journal

Advertising Column Widths

(all measurements shown in inches)

	Broadsheet (ROP & Classified)	Tabloid	Booklet	Menu-Style Tabloid		Tabloid Modular (Book of Homes, Welcome Homes)
1 column	1.70	1.70	1.70	1.50	Sixteenth Page	2.18 wide x 2.375 high
2 columns	3.56	3.56	3.56	3.20	Eighth Page horizontal	4.5 wide x 2.375 high
3 columns	5.42	5.42	5.42	4.90	Eighth Page vertical	2.18 wide x 5.00 high
4 columns	7.28	7.28	7.28	6.60	Quarter Page horizontal	9.14 wide x 2.375 high
5 columns	9.14	9.14	n/a	8.30	Quarter Page vertical	4.50 wide x 5.00 high
6 columns	11.00	n/a	n/a	10.00	Half Page horizontal	9.14 wide x 5.00 high
Max. Depth	21.00	10.25	9.20	11.25	Half Page vertical	4.50 wide x 10.25 high
Double Truck	23w x 21h	19.78w x 10.25h	15.4w x 9.2h	21w x 11.25h	Full Page	9.14 wide x 10.25 high
					Double Truck	19.78 wide x 10.25 high