

MECHANICAL INFORMATION

WIDTH OF COLUMNS IN THE NEWS-REVIEW AND NORTH WOODS TRADER

<i>No. of columns</i>	<i>Width in Picas</i>	<i>Width in Inches</i>
1	10p2	1 ¹¹ / ₁₆ " (1.6875)
2	21p4	3 ⁹ / ₁₆ " (3.5625)
3	32p6	5 ⁷ / ₁₆ " (5.4375)
4	43p8	7 ¹ / ₄ " (7.25)
5	54p10	9 ¹ / ₈ " (9.125)
6	66p	11"

<i>FULL-PAGE AD DEPTH</i>		
19.5"	19½"	117p

<i>HALF-PAGE HORIZONTAL OR QUARTER-PAGE AD DEPTH</i>		
9.625"	9 ⁵ / ₈ "	57p9

<i>DOUBLE TRUCK AD DIMENSIONS</i>		
138p (23") wide by 117p (19.5") deep		