

# 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 <sup>11</sup> / <sub>16</sub> " (1.6875)
2	21p4	3 <sup>9</sup> / <sub>16</sub> " (3.5625)
3	32p6	5 <sup>7</sup> / <sub>16</sub> " (5.4375)
4	43p8	7 <sup>1</sup> / <sub>4</sub> " (7.25)
5	54p10	9 <sup>1</sup> / <sub>8</sub> " (9.125)
6	66p	11"

  

<b>FULL-PAGE AD DEPTH</b>		
21.125"	21 <sup>1</sup> / <sub>8</sub> "	126p9

  

<b>HALF-PAGE HORIZONTAL OR QUARTER-PAGE AD DEPTH</b>		
10.4375"	10 <sup>7</sup> / <sub>16</sub> "	62p7.5