

OBSERVER

ADVERTISING COLUMN WIDTH MEASUREMENT

6 COLUMN ROP AND 6 COLUMN TAB

Columns	Inches
1	1.583
2	3.266
3	4.949
4	6.632
5	8.315
6	10.00

8 COLUMN CLASSIFIED

Columns	Inches
1	1.163
2	2.426
3	3.689
4	4.952
5	6.215
6	7.478
7	8.741
8	10.00

4 COLUMN TAB (Sold Modular)

Columns	Inches
1	2.425
2	4.95
3	7.475
4	10.00

HEIGHT MEASUREMENTS

TAB HEIGHT MEASUREMENT 9.5 Inches

ROP/CLASSIFIED HEIGHT MEASUREMENT 21.25 Inches

Effective 1/1/09