

# CHEROKEE COUNTY HERALD

**Effective: July 1, 2009 • 23" Web Conversion**  
**New Retail Advertising and Classified Column Widths**

## ROP Broadsheet Measurements (6 Columns)

Width - 11.5 inches  
Height - 22 inches

### Margins

Top - .25 inches  
Bottom - .25 inches  
Left - .4375 inches  
Right - .4375 inches

Gutter - .125 inches

1 Column - 1.6667 inches  
2 Columns - 3.4583 inches  
3 Columns - 5.25 inches  
4 Columns - 7.0417 inches  
5 Columns - 8.8333 inches  
6 Columns - 10.625 inches

## Classified Broadsheet Measurements (8 Columns)

Width - 10.319 inches  
Height - 22 inches

### Margins

Top - .372 inches  
Bottom - .372 inches  
Left / Right - 0 inches

Gutter - .124 inches

1 Column - 1.181 inches  
2 Columns - 2.487 inches  
3 Columns - 3.792 inches  
4 Columns - 5.097 inches  
5 Columns - 6.403 inches  
6 Columns - 7.708 inches  
7 Columns - 9.014 inches  
8 Columns - 10.319 inches

## Tab Measurements (5 Columns)

Width - 11 inches  
Height - 11.5 inches

### Print Area

Width - 8.8333  
Height - 10.625

### Margins

Top - .437 inches  
Bottom - .437 inches  
Left - 1.0833 inches  
Right - 1.0833 inches  
Gutter - .125 inches

1 Column - 1.6667 inches  
2 Columns - 3.4583 inches  
3 Columns - 5.25 inches  
4 Columns - 7.0417 inches  
5 Columns - 8.8333 inches