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## Sample Size Sheet: A guide for selecting ad sizes

*Your ad can be any combination of column-inch and height.*

**Width**  
 1 column = 1.597"  
 2 columns = 3.326"  
 3 columns = 5.056"  
 4 columns = 6.785"  
 5 columns = 8.514"  
 6 columns = 10.243"

**Height**  
 Ad size heights begin at a minimum of .5" and can increase in .5" increments with a maximum height of 16" (i.e. .5", 1.5", 2", 2.5", etc.).  
*Ads are always measured columns wide by inches high.*

