

<b>Collegian Print Ad Sizes</b>			
<b>Modular Name</b>	<b>Width (inches)</b>	<b>Height (inches)</b>	<b>Columns wide</b>
Eighth page	4.9	5	3
Full banner (Top or Bottom)	9.9	1.5	6
Full page	9.9	20.5 or 21	6
Half page	9.9	10.5	6
Junior page	8.2	14	5
Mini	4.9	3	3
Puzzle Crossword & Sudoku	3.2	2	2
Puzzle Horoscope	4.9	1	3
Quarter page	4.9	10.5	3
Small	4.9	3	3
Top half banner	4.9	1.5	3
Double Truck	20.5	20.5 or 21	12

<b>Web Ad Sizes</b>		
<b>Name</b>	<b>Width (pixels)</b>	<b>Height (pixels)</b>
Leaderboard	728	90
Leaderboard Mobile	320	50
Medium Rectangle	300	250
<b>Social Platforms</b>		
<b>Platform</b>	<b>Width</b>	<b>Height</b>
Twitter	1024 <small>(440 min)</small>	512 <small>(220 min)</small>
Facebook	1200	630
Instagram Post	1080	1080
Instagram Story	1080	1920

<b>Standard Newspaper Column Widths</b>	
<b>Column Count</b>	<b>Width (inches)</b>
1 Column	1.6
2 Columns	3.2
3 Columns	4.9
4 Columns	6.6
5 Columns	8.2
6 Columns	9.9
12 Columns	20.9

Advertisement sizes are effective 6/27/2019.  
 Social media sizes source: <https://sproutsocial.com/insights/social-media-image-sizes-guide/>