

The New York Times

Classified Ad Sizes

Sizes for material for **recruitment** display on classified ads in 9-column format

| 9-Column Format | Inches | Minimum Depth |
|------------------------|---------------|----------------------|
| 2 columns | 2.512 | 42 lines |
| 3 columns | 3.802 | 56 lines |
| 4 columns | 5.092 | 70 lines |
| 5 columns | 6.382 | 84 lines |
| 6 columns | 7.672 | 84 lines |
| 7 columns | 8.962 | 98 lines |
| 8 columns | 10.252 | 98 lines |
| 9 columns | 11.542 | 98 lines |

Sizes for material for **real estate** display on classified ads in 9-column format

| 9-Column Format | Inches | Minimum Depth |
|------------------------|---------------|----------------------|
| 2 columns | 2.512 | 35 lines |
| 3 columns | 3.802 | 42 lines |
| 4 columns | 5.092 | 56 lines |
| 5 columns | 6.382 | 75 lines |
| 6 columns | 7.672 | 75 lines |
| 7 columns | 8.962 | 98 lines |
| 8 columns | 10.252 | 98 lines |
| 9 columns | 11.542 | 98 lines |