

Newsletter Copy Guide to Approximate Word Counts
(based on 8.375 x 10.875 trim size)

- 300: 1/3 page, or 1/2 page with graphic or spaces between paragraphs
400: 1/2 page, with small photo/graphic; 2/3 page with larger graphic
500: 2/3 to 3/4 page
600: 3/4 page, with small photo or graphic
700: Full page, with room for both graphic AND photo
800: Full page, with either small graphic OR photo
900: Full page, solid text
1,000-1,200: About a page & 1/4 to a page & 1/2, with graphic(s)

Newsletter Guide to Marking Off Ad Space

Full Page = 88 sq in

Half Page = 44 sq in

Third Page = 29.33 sq in

Fourth Page = 22 sq in

Sixth Page = 14.66 sq in

Total Square Inches (use to compare to total ad space for postal regulations)

48 pages = 4,224 sq in	32 pages = 2,816 sq in
44 pages = 3,872 sq in	28 pages = 2,464 sq in
40 pages = 3,520 sq in	24 pages = 2,112 sq in
36 pages = 3,168 sq in	20 pages = 1,760 sq in