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 6,000 papers covering the coast from Mundesley to Sheringham and inland to Aylsham.  
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## ADVERTISEMENT MEASUREMENTS

July 2006

| ADVERT SIZE                  | Code      | Column Width         | Width        | Height      |
|------------------------------|-----------|----------------------|--------------|-------------|
| <b>FULL PAGE</b><br>80 sec   | <b>W</b>  | <b>Three Columns</b> | <b>190</b>   | <b>277</b>  |
| <b>HALF PAGE</b>             | <b>H2</b> | <b>Double C</b>      | <b>125.5</b> | <b>206</b>  |
| <b>1/2</b>                   | <b>H3</b> | <b>Three C</b>       | <b>190</b>   | <b>136</b>  |
| <b>QUARTER</b><br>20 sec     | <b>Q1</b> | <b>Single Col</b>    | <b>60.5</b>  | <b>206</b>  |
| <b>1/4</b>                   | <b>QB</b> | <b>Half Page</b>     | <b>93</b>    | <b>136</b>  |
|                              | <b>Q2</b> | <b>Double Col</b>    | <b>125.5</b> | <b>102</b>  |
|                              | <b>Q3</b> | <b>Three Col</b>     | <b>190</b>   | <b>66</b>   |
| <b>SIXTH</b><br>13 sec       | <b>S1</b> | <b>Single Col</b>    | <b>60.5</b>  | <b>136</b>  |
| <b>1/6th</b>                 | <b>S2</b> | <b>Double Col</b>    | <b>125.5</b> | <b>64</b>   |
| <b>EIGHTH</b><br>10 sec      | <b>E1</b> | <b>Single Col</b>    | <b>60.5</b>  | <b>104</b>  |
| <b>1/8th</b>                 | <b>EB</b> | <b>Half Page</b>     | <b>93</b>    | <b>66</b>   |
|                              | <b>E2</b> | <b>Double Col</b>    | <b>125.5</b> | <b>47</b>   |
| <b>SIXTEEN</b><br>4.5 sec    | <b>XB</b> | <b>Half Page</b>     | <b>93</b>    | <b>31.1</b> |
| <b>1/16th</b>                | <b>XC</b> | <b>Single Col</b>    | <b>60.5</b>  | <b>60.8</b> |
| <b>SERVICE Ad</b><br>3.8 sec | <b>V</b>  | <b>Single Col</b>    | <b>60.5</b>  | <b>31.1</b> |

**Crab Line** Papers Ltd,  
 30 West Street, Cromer. NORFOLK NR27 9DS

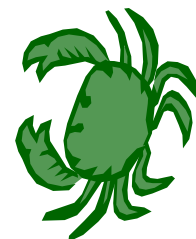
Tel/Fax **01263 519 628**

Email: [editor@crab-line.co.uk](mailto:editor@crab-line.co.uk)

Web: [www.crab-line.co.uk](http://www.crab-line.co.uk)

VAT # **838 6566 78**

Director: *Philip Keddell* Company Secretary *Elisabeth Keddell* Registered in England & Wales. Number **04631534**



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