

GRIDS

Before you design a page, you've got to know: What *grid* does this page use? What's the underlying pattern that divides this page into columns? A page grid provides the structure — the architecture — that keeps elements evenly aligned:



3-column grid: Often used by newsletters. Note how limited the options are for photo and text widths.



4 columns: A common grid for tabloids. More flexible than a 3-column grid, and the text is comfortably wide.



5 columns: Probably the most popular tabloid grid. It's also commonly used on broadsheet section fronts.



6 columns: The standard grid for broadsheets, since most ads are sold in these standard column widths.



7 columns: An intriguing tabloid grid. Note how that thin column is suited for sidebars, cutlines, etc.

BROADSHEET GRIDS

Newspapers typically come in two sizes: broadsheet and tabloid. And the larger broadsheet page provides room for bigger photos and more elaborate designs.

Most broadsheets use a 6-column grid — especially on inside pages, where ads are sold in standard widths that require columns about 11 or 12 picas wide. On open pages and section fronts, however, broadsheets may use a variety of grids:



6 columns: At *The Republican American* in Waterbury, Conn., all elements align along a 6-column grid. Most broadsheet papers use this grid, particularly on their inside pages.



10 columns: Until recently, *The Oregonian* used a 10-column grid on most section fronts, which helped standardize the sizes of those narrow liftout quotes, mug shots and graphic extras.



12 columns: *The Beaver County Times* in Pennsylvania uses a 12-column grid to keep complex page designs organized. From left to right, the column widths are 1-3-2-2-2.