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UDAC	INCHES	POINTS	PICAS
QC (Quarter Column)	2.583 x 2.33	186 x 168	15P6 x 14P
DQC (Double Quarter Column)	5.166 x 2.33	372 x 168	31P x 14P
TQC (Triple Quarter Column)	7.833 x 2.33	564 x 168	47P x 14P
HP (Half Page)	7.833 x 4.833	564 x 348	47P x 29P
DHC (Double Half Column)	5.166 x 4.833	372 x 348	31P x 29P
FP (Full Page)	7.833 x 9.833	564 x 708	47P x 59P
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DT (Double Truck)	16.66 x 9.833	1200 x 708	100P x 59P

