

Guidelines for Editorial Character Count

- All editorial must be submitted in “text only” format.
- This guide counts body text only, characters with spaces.
- When submitting photos for inclusion with articles, character count must be reduced to make room for photos, cutlines and pull quotes taken from body copy.
- A photo with a cutline is equivalent to 450 characters.
- Each subhead used inside the body copy is equivalent to 75 characters.

Character Count for Business Updates & Features

Full Page	10,000 (body only)
3/4 Page.....	7,200 (body only)
Jr. Page Wrap.....	3,300 (body only)
1/2 Page H	4,280 (body only)
1/2 Page V	5,000 (body only)
1/4 Page	2,000 (body only)

Character Count for News Updates

1/2 Page H	4,280 (body only)
1/4 Page	2,000 (body only)
1/2 Page V	5,000 (body only)