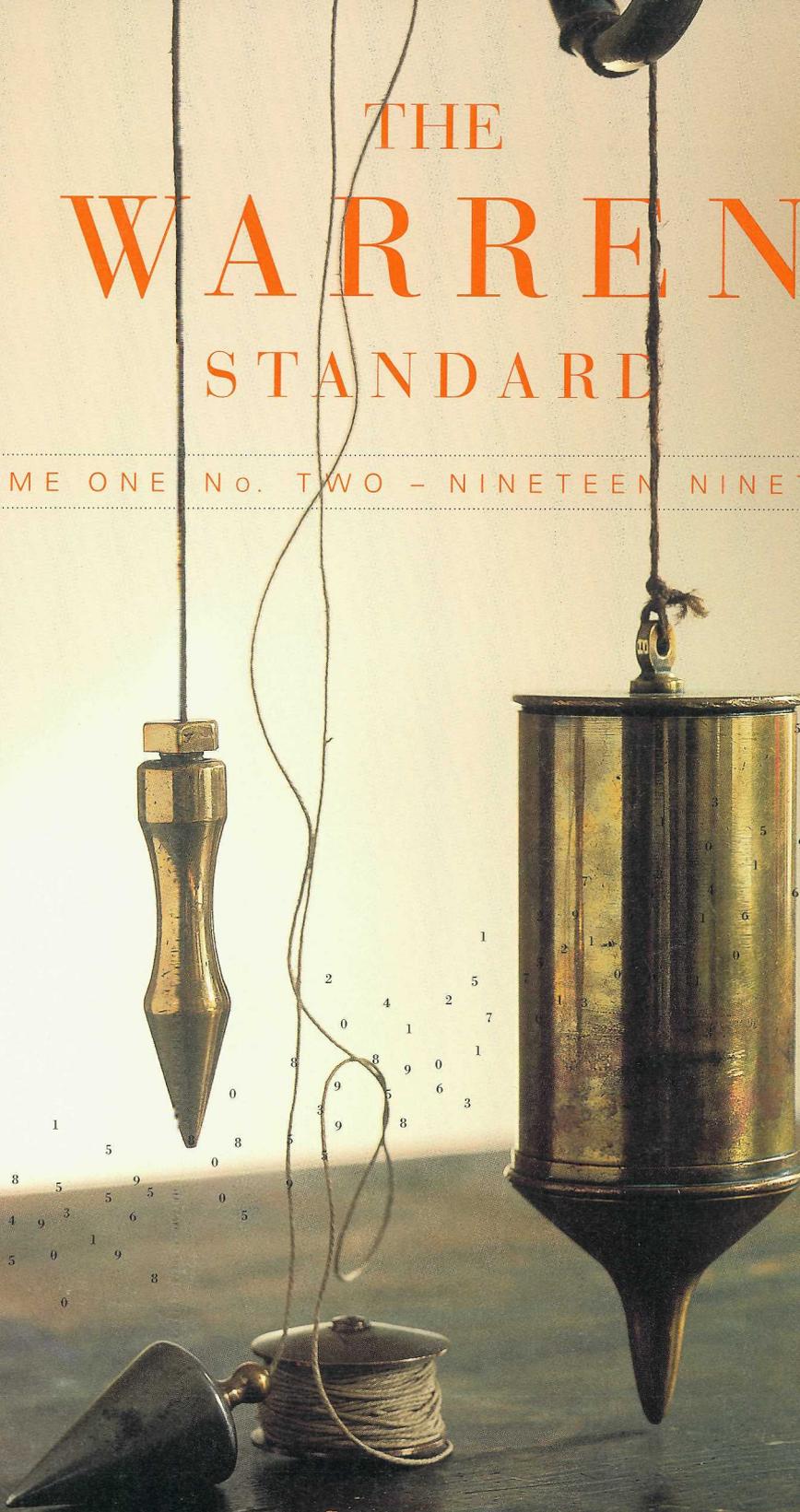


THE WARREN STANDARD

VOLUME ONE No. TWO - NINETEEN NINETY-FOUR



Standard Weights & Measures



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JUST THE FACTS

We live in a world with too much to remember, too much to keep straight and too many places to misplace the information we need when we really need it.

This book has been designed as a simple tool and a single reference for all of us who work in the graphic arts industry. We've tried to include all the basic weights and measurements for the jobs you do every day.

We hope it makes your work easier and gives you more time to spend doing the things you love to do. It's part of our commitment at S.D. Warren to helping you make your work the best it can possibly be.

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Reliable SEEDS, BULBS, PLANTS
Our Golden Rule is to Supply the
KODOLITHORW.
Best Only
BURNETT BROTHERS

F.B.O.C.

10000

WESTCOTT
R
RULES

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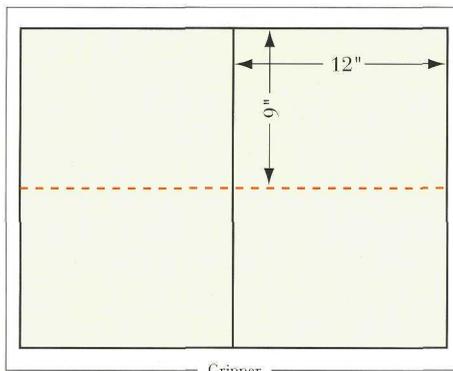
Forms, Folds & Sizes

1.

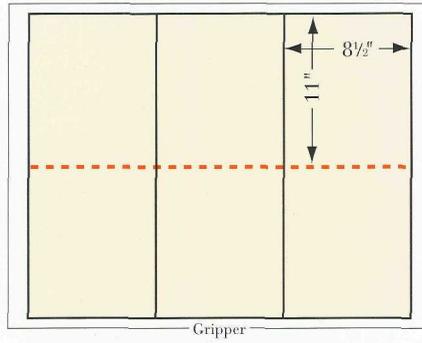
Standard Form and Folder Breakdowns

FOUR-PAGE COVER

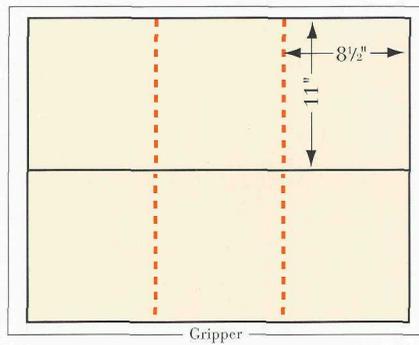
*9"x12", one up, two out work and turn,
or two out sheetwise*



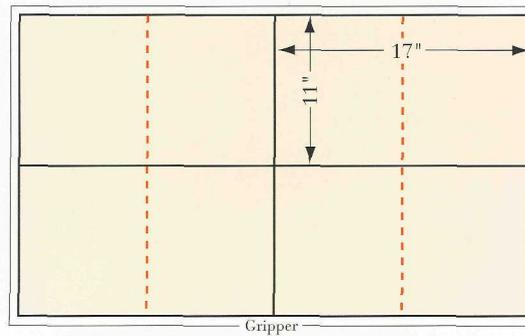
FOUR-PAGE OBLONG

11" x 8½", three out sheetwise

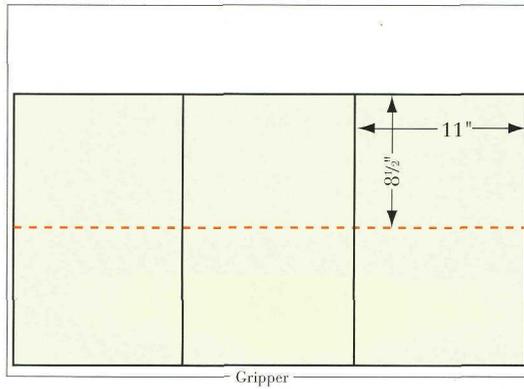
SIX-PAGE FOLDER

8½" x 11" upright, one up, work and tumble, two out

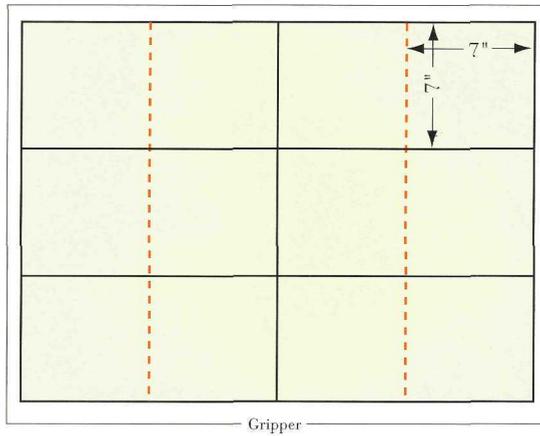
EIGHT-PAGE BOOKLET

8½" x 11", one up work and turn, two out

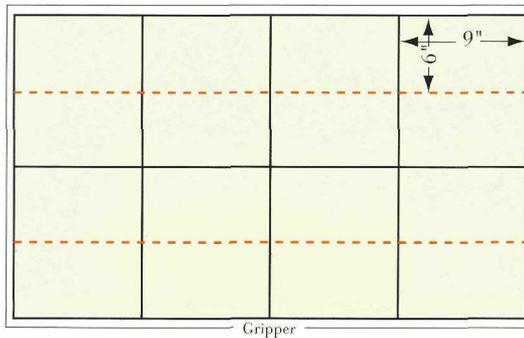
TWELVE-PAGE BOOKLET
8½"x11", one up sheetwise



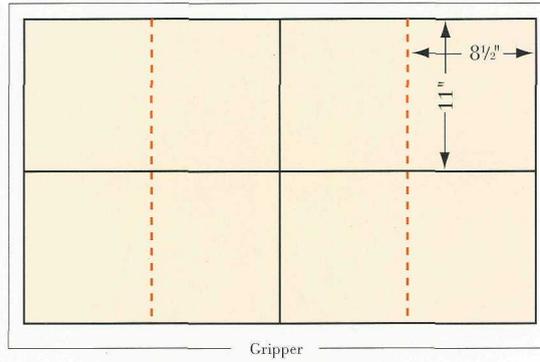
TWELVE-PAGE SQUARE BOOKLET
7"x7", one up, work and turn, two out per sheet



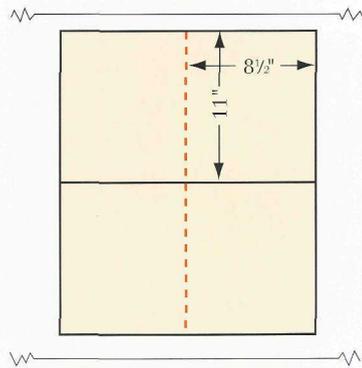
SIXTEEN-PAGE BOOKLET
6"x9", work and turn, two out



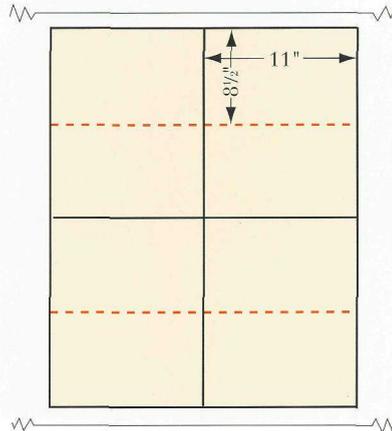
SIXTEEN-PAGE BOOKLET

8½"x11", one out sheetwise

EIGHT-PAGE BOOKLET WEB-FORM

8½"x11", one up or two 4-pagers, two up

SIXTEEN-PAGE BOOKLET WEB-FORM

8½"x11", one 16-pager, one up; or two 8-pagers, two up; or four 4-pagers, four up

2.

Standard Advertising Measurements

OUT-OF-HOME MEDIA

Unit	Size	Live Copy Area	Mechanical Size
8-sheet poster	5' h x 11" w	58" h x 130" w	15" h x 33" w
8-sheet backlight poster	5' x 11"	58" x 130"	10" x 22"
24-sheet poster	8'8" x 19'6"	8'6" x 19'4"	10 ³ / ₈ " x 23 ³ / ₈ "
30-sheet poster	9'7" x 21'7"	9'5" x 21'5"	11 ¹ / ₂ " x 26"
14' x 48' backlight poster	14' x 48'	13' x 47'	7" x 24"
11" x 28" interior bus card	10 ⁷ / ₈ " x 28" (card stock)	9 ⁷ / ₈ " x 27"	11" x 28"
	10 ⁷ / ₈ " x 27 ⁷ / ₈ " (vinyl)	"	"
11" x 42" interior bus card	10 ⁷ / ₈ " x 42" (card stock)	9 ⁷ / ₈ " x 41"	5 ¹ / ₂ " x 21"
	10 ⁷ / ₈ " x 41 ⁷ / ₈ " (vinyl)	"	"
11" x 56" interior bus card	10 ⁷ / ₈ " x 56"	9 ⁷ / ₈ " x 55"	5 ¹ / ₂ " x 28"
16" x 44" interior bus card	16" x 44"	15" x 43"	8" x 22"
21" x 22" interior bus card	21" x 22"	19" x 20"	10 ¹ / ₂ " x 11"
21" x 28" headlight display	21" x 38"	19 ¹ / ₈ " x 35"	10 ¹ / ₂ " x 19"
21" x 44" headlight display	21" x 44"	19 ¹ / ₈ " x 41"	10 ¹ / ₂ " x 22"
vinyl headlight display NYC	21" x 44"	21" x 44"	10 ¹ / ₂ " x 22"
taillight display	21" x 72"	19 ¹ / ₂ " x 68"	7" x 24"
rts iv vinyl rears NYC	14" x 60" (GMC bus)	14" x 60"	4 ¹ / ₁₆ " x 20"
rts iv vinyl rears	14" x 84"	14" x 84"	4 ¹ / ₁₆ " x 28"
rts iv vinyl rears	17 ¹ / ₂ " x 50"	17 ¹ / ₂ " x 50"	8 ³ / ₄ " x 25"
traveling displays	21" x 44"	19 ¹ / ₈ " x 41"	10 ¹ / ₂ " x 22"
queen-size bus poster	30" x 88"	27" x 85"	10" x 29 ¹¹ / ₃₂ "
queen-size bus poster	30" x 108"	27" x 105"	10" x 36"
king-size bus poster	30" x 144"	27" x 141"	7 ¹ / ₂ " x 36"
super king-size bus poster	30" x 240"	30" x 240"	5" x 40"
bus stop shelter	47 ¹ / ₂ " x 68 ¹ / ₂ "	46" x 67"	11 ⁷ / ₈ " x 16 ³ / ₄ "
11" x 14" side-poster car cards	11" x 13 ⁷ / ₈ "	9 ¹ / ₂ " x 12 ³ / ₈ "	11" x 14"
11" x 28" side-poster car cards	11" x 27 ⁷ / ₈ "	9 ¹ / ₂ " x 26 ³ / ₈ "	11" x 28"
11" x 42" side-poster car cards	11" x 41 ⁷ / ₈ "	9 ¹ / ₂ " x 39 ³ / ₈ "	5 ¹ / ₂ " x 21"
top-end car cards NYC (IND/BMT only)	11" x 27"	9 ¹ / ₂ " x 26 ¹ / ₂ "	11" x 27"
top-end car cards NYC (IRT only)	16" x 39"	14 ¹ / ₂ " x 37 ¹ / ₂ "	8" x 19 ¹ / ₂ "
top-end car cards NYC (IND/BMT only)	16" x 44"	14 ¹ / ₂ " x 42 ¹ / ₂ "	8" x 22"

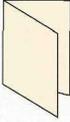
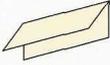
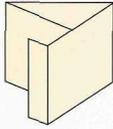
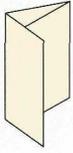
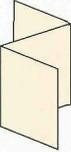
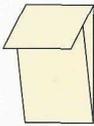
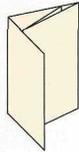
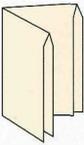
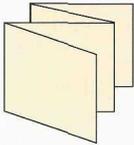
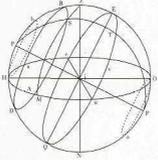
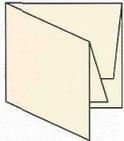
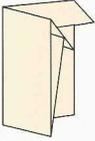
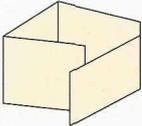
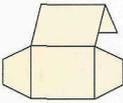
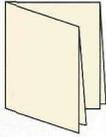
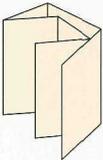
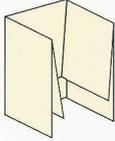
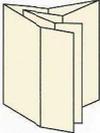
PRINT MEDIA

Due to the many variations in sizes of different magazines and newspapers, there are no industry standards for print advertising specifications. Please contact each publication individually for production specifications.

3.

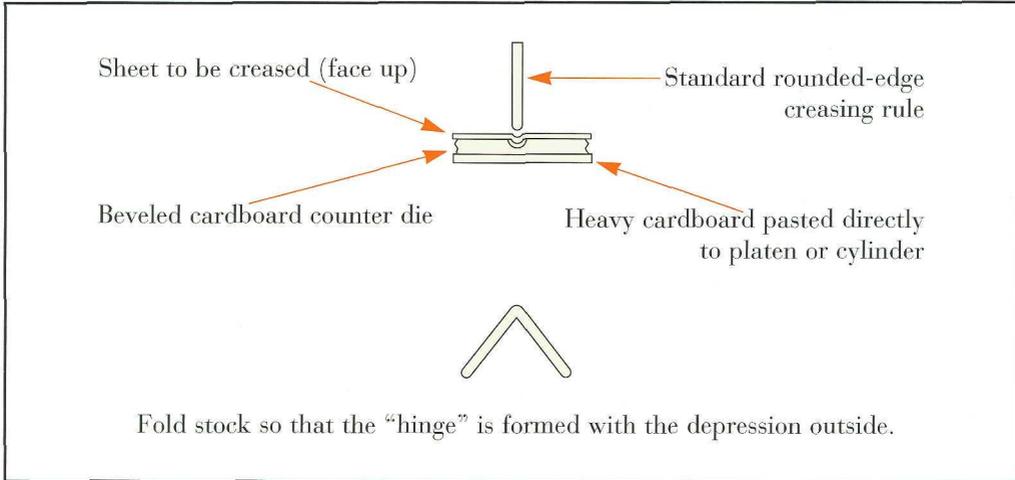
Standard Document Foldings, Scorings and Bindings

FOLDINGS

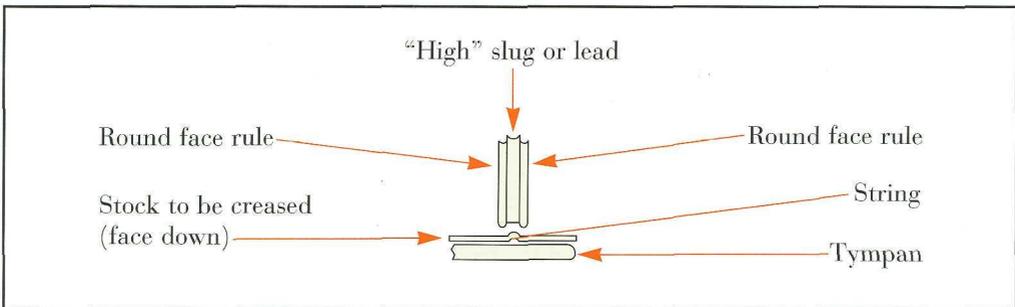
 <p>4-page 1 fold, upright</p>	 <p>4-page 1 fold, upright</p>	 <p>6-page with flap 3 parallel folds</p>	 <p>6-page 2 parallel folds</p>
 <p>6-page 2 folds, accordion</p>	 <p>4-page with flap 2 parallel folds, oblong</p>	 <p>8-page 3 parallel folds</p>	 <p>8-page 3 parallel folds</p>
 <p>8-page with 2 cut corners 2 folds, right-angle</p>	 <p>8-page 3 accordion folds</p>	 <p>Don't try this at home.</p>	 <p>8-page short fold 2 folds, right-angle</p>
 <p>8-page with flap 2 parallel and 1 right-angle fold</p>	 <p>8-page die-cut 3 parallel folds</p>	 <p>6-page special die-cut piece</p>	 <p>8-page 2 folds, right-angle</p>
 <p>12-page 3 parallel folds</p>	 <p>12-page 1 parallel, 2 right- angle folds</p>	 <p>16-page 3 parallel folds</p>	 <p>16-page 3 folds, right-angle</p>

SCORINGS

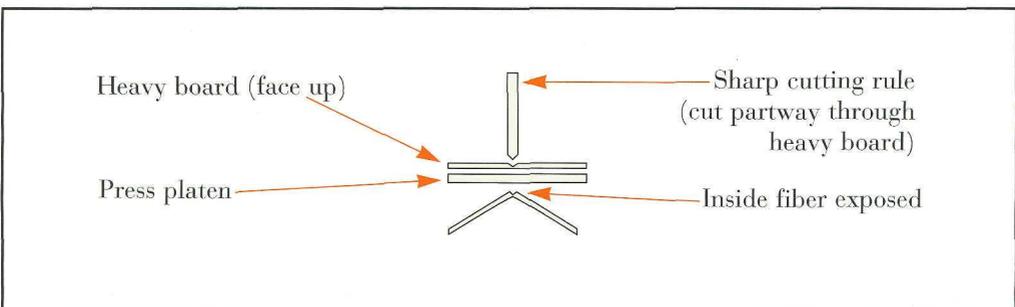
Standard Scoring Rule Method



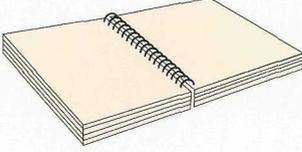
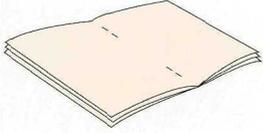
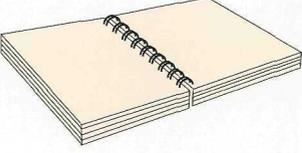
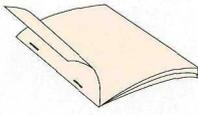
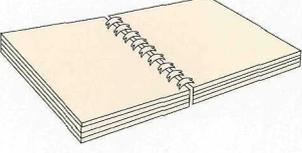
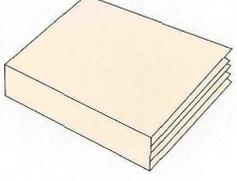
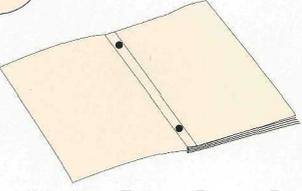
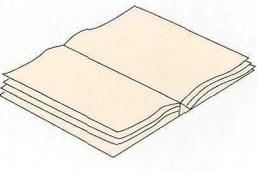
String Scoring Method



Cut Scoring Method

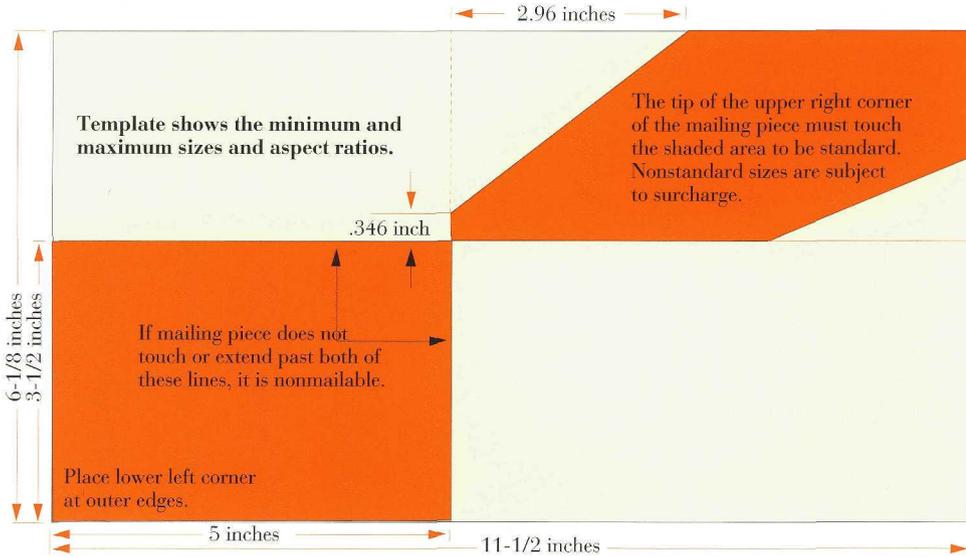


BINDINGS

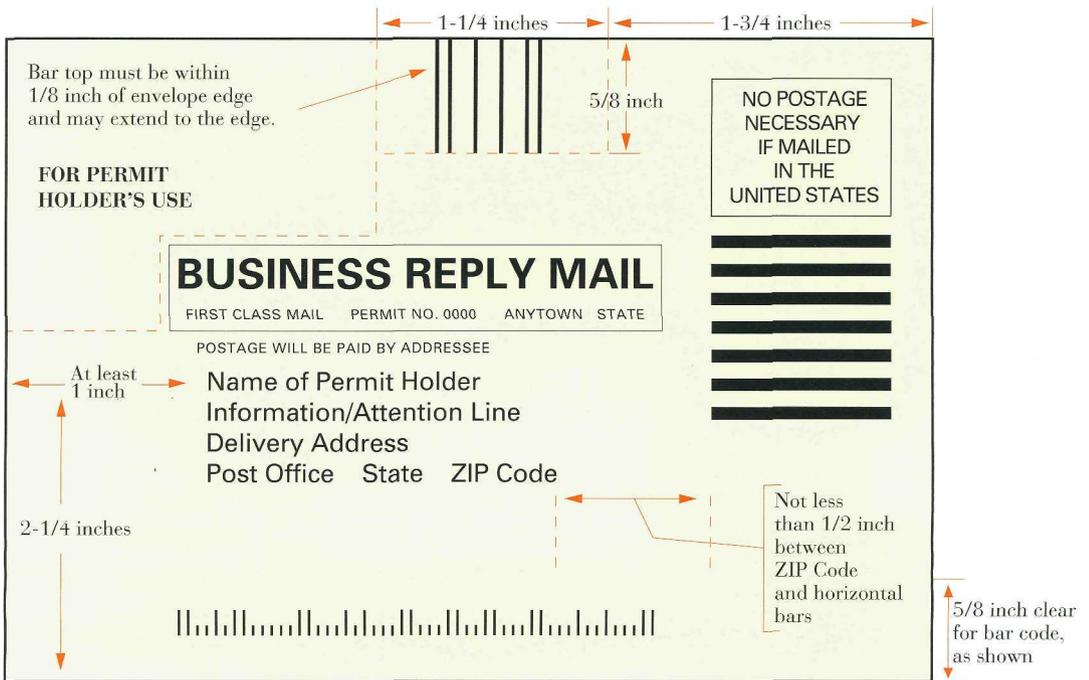
  Spiral Wire	  Saddle Wire Stitched
  Wire-O	  Side Wire Stitched
  Plastic Comb	  Perfect
  Binding Post - Loose-Leaf	  Case Bound - Sewn

4.

Post Office Standard Design Formats



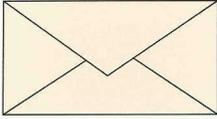
(NOTE: The diagram above is not actual size. Please enlarge by 233% on your copier before using as a template for your mailing pieces.)



CARDS: Thickness not less than .007" nor more than .0095". LETTERS: Thickness not less than .007" nor more than .25".

5.

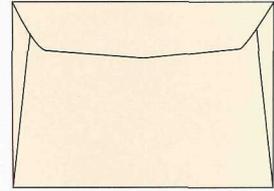
Standard Envelope Sizes



COMMERCIALS AND OFFICIALS

Standard correspondence style envelopes. Open-side style with gummed flaps. Made in wide range of Bond and Kraft. Commercial sizes range from No. 5 to No. 6³/₄. Official sizes range from No. 7 to No. 14.

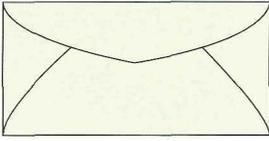
No.	Size
5	3 ¹ / ₁₆ x 5 ¹ / ₂
6	3 ³ / ₈ x 6
6 ¹ / ₄	3 ¹ / ₂ x 6
6 ¹ / ₂	3 ⁹ / ₁₆ x 6 ¹ / ₄
6 ³ / ₄	3 ⁵ / ₈ x 6 ¹ / ₂
7	3 ³ / ₄ x 6 ³ / ₄
7 ¹ / ₂	3 ³ / ₄ x 7 ⁵ / ₈
7 ³ / ₄ (Monarch)	3 ⁷ / ₈ x 7 ¹ / ₂
Data Card	3 ¹ / ₂ x 7 ⁵ / ₈
8 ⁵ / ₈ (Check)	3 ⁵ / ₈ x 8 ⁵ / ₈
9	3 ⁷ / ₈ x 8 ⁷ / ₈
10	4 ¹ / ₈ x 9 ¹ / ₂
10 ¹ / ₂	4 ¹ / ₂ x 9 ¹ / ₂
11	4 ¹ / ₂ x 10 ³ / ₈
12	4 ³ / ₄ x 11
14	5 x 11 ¹ / ₂



BOOKLET

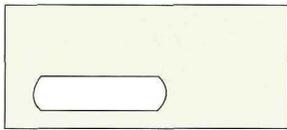
For use with booklets, folders and other types of direct mail. Open-side design permits overall printing.

No.	Size
2 ¹ / ₂	4 ¹ / ₂ x 5 ⁷ / ₈
3	4 ³ / ₄ x 6 ¹ / ₂
4 ¹ / ₄	5 x 7 ¹ / ₂
4 ¹ / ₂	5 ¹ / ₂ x 7 ¹ / ₂
5	5 ¹ / ₂ x 8 ¹ / ₂
6	5 ³ / ₄ x 8 ⁷ / ₈
6 ¹ / ₂	6 x 9
6 ³ / ₄	6 ¹ / ₂ x 9 ¹ / ₂
7	6 ¹ / ₄ x 9 ⁵ / ₈
7 ¹ / ₄	7 x 10
7 ¹ / ₂	7 ¹ / ₂ x 10 ¹ / ₂
8	8 x 11 ¹ / ₈
9	8 ³ / ₄ x 11 ¹ / ₂
9 ¹ / ₂	9 x 12
10	9 ¹ / ₂ x 12 ⁵ / ₈
13	10 x 13

**TICKET**

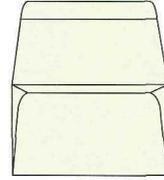
Open-side envelopes for theater tickets. Often printed with advertising.

No.	Size
3	$1\frac{5}{16} \times 4\frac{7}{16}$

**WINDOW**

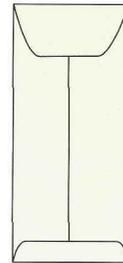
Permits name and address typed on enclosure to show. Used for invoices, statements, checks, receipts, etc.

No.	Size
$6\frac{1}{4}$	$3\frac{1}{2} \times 6$
$6\frac{3}{4}$	$3\frac{5}{8} \times 6\frac{1}{2}$
7	$3\frac{3}{4} \times 6\frac{3}{4}$
$7\frac{3}{4}$	$3\frac{7}{8} \times 7\frac{1}{2}$
$8\frac{5}{8}$	$3\frac{5}{8} \times 8\frac{5}{8}$
9	$3\frac{7}{8} \times 8\frac{7}{8}$
10	$4\frac{1}{8} \times 9\frac{1}{2}$
11	$4\frac{1}{2} \times 10\frac{3}{8}$
12	$4\frac{3}{4} \times 11$
14	$5 \times 11\frac{1}{2}$

**REMITTANCE**

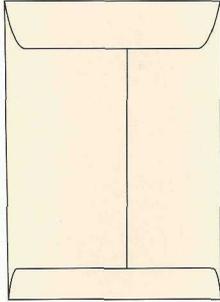
Large flap can be printed to contain any message. Used for coupons, credit information, applications, statements, etc.

No.	Size
$6\frac{1}{4}$	$3\frac{1}{2} \times 6$ ($3\frac{3}{8}$ Flap)
$6\frac{1}{2}$	$3\frac{1}{2} \times 6\frac{1}{4}$ ($3\frac{3}{8}$ Flap)
$6\frac{3}{4}$	$3\frac{5}{8} \times 6\frac{1}{2}$ ($3\frac{1}{2}$ Flap)
9	$3\frac{7}{8} \times 8\frac{7}{8}$

**POLICY**

Primarily used for insurance policies. Also to hold bonds, mortgages, legal papers.

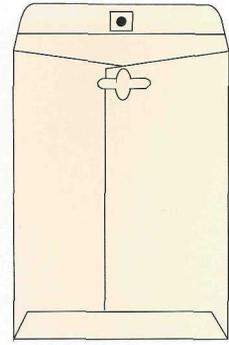
No.	Size
9	4×9
10	$4\frac{1}{8} \times 9\frac{1}{2}$
11	$4\frac{1}{2} \times 10\frac{3}{8}$
12	$4\frac{3}{4} \times 10\frac{7}{8}$
14	$5 \times 11\frac{1}{2}$



CATALOG

Open-end style. Wide seams with heavy gummed flaps provide good protection for mail handling of catalogs, magazines, reports, etc.

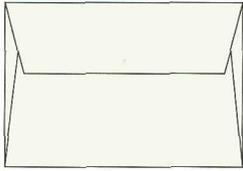
No.	Size
1	6 x 9
1 ³ / ₄	6 ¹ / ₂ x 9 ¹ / ₂
2	6 ¹ / ₂ x 10
3	7 x 10
6	7 ¹ / ₂ x 10 ¹ / ₂
7	8 x 11
8	8 ¹ / ₄ x 11 ¹ / ₄
9 ¹ / ₂	8 ¹ / ₂ x 10 ¹ / ₂
9 ³ / ₄	8 ³ / ₄ x 11 ¹ / ₄
10 ¹ / ₂	9 x 12
12 ¹ / ₂	9 ¹ / ₂ x 12 ¹ / ₂
13 ¹ / ₂	10 x 13
14 ¹ / ₄	11 ¹ / ₄ x 14 ¹ / ₄
14 ¹ / ₂	11 ¹ / ₂ x 14 ¹ / ₂



METAL CLASP

Strong and durable. Ideal for mailing bulky papers. Can be opened and closed many times.

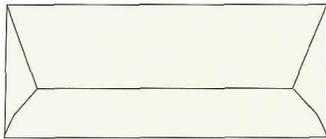
No.	Size
0	2 ¹ / ₂ x 4 ¹ / ₄
5	3 ¹ / ₈ x 5 ¹ / ₂
10	3 ³ / ₈ x 6
11	4 ¹ / ₂ x 10 ³ / ₈
14	5 x 11 ¹ / ₂
15	4 x 6 ³ / ₈
25	4 ⁵ / ₈ x 6 ³ / ₄
35	5 x 7 ¹ / ₂
50	5 ¹ / ₂ x 8 ¹ / ₄
55	6 x 9
63	6 ¹ / ₂ x 9 ¹ / ₂
68	7 x 10
75	7 ¹ / ₂ x 10
80	8 x 11
83	8 ¹ / ₂ x 11 ¹ / ₂
87	8 ³ / ₄ x 11 ¹ / ₄
90	9 x 12
93	9 ¹ / ₂ x 12 ¹ / ₂
94	9 ¹ / ₄ x 14 ¹ / ₂
95	10 x 12
97	10 x 13
98	10 x 15
105	11 ¹ / ₂ x 14 ¹ / ₂
110	12 x 15 ¹ / ₂



ANNOUNCEMENT TEXT

Made for use with wide range of matching text and cover papers. Many have deckle-edge flaps.

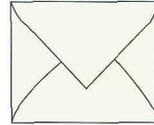
No.	Size
A-2	$4\frac{3}{8} \times 5\frac{5}{8}$
A-6	$4\frac{3}{4} \times 6\frac{1}{2}$
A-7	$5\frac{1}{4} \times 7\frac{1}{4}$
A-8	$5\frac{1}{2} \times 8\frac{1}{8}$
A-10	$6\frac{1}{4} \times 9\frac{5}{8}$
Slim	$3\frac{7}{8} \times 8\frac{7}{8}$



WALLET FLAP

Deep flap and heavy-weight paper for bulky correspondence. Much stronger than standard commercial envelopes.

No.	Size
10	$4\frac{1}{8} \times 9\frac{1}{2}$
11	$4\frac{1}{2} \times 10\frac{3}{8}$
12	$4\frac{3}{4} \times 11$
14	$5 \times 11\frac{1}{2}$
16	6×12

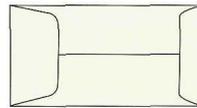


BARONIAL

Formal envelopes with deep pointed flap. Widely used for invitations, announcements and greeting and social cards.

No.	Size
2	$3\frac{3}{16} \times 4\frac{1}{4}$
4	$3\frac{5}{8} \times 4\frac{5}{8}$
5	$4\frac{1}{8} \times 5\frac{1}{8}$
5 $\frac{1}{4}$	$4\frac{1}{4} \times 5\frac{1}{4}$
5 $\frac{1}{2}$	$4\frac{3}{8} \times 5\frac{5}{8}$
6	5×6

Sizes vary according to manufacturer. Check with your local supplier.



COIN

Used for paper currency as well as coins by banks and individual companies.

No.	Size
1	$2\frac{1}{4} \times 3\frac{1}{2}$
3	$2\frac{1}{2} \times 4\frac{1}{4}$
4	$3 \times 4\frac{1}{2}$
4 $\frac{1}{2}$	$3 \times 4\frac{7}{8}$
5	$2\frac{7}{8} \times 5\frac{1}{4}$
5 $\frac{1}{2}$	$3\frac{1}{8} \times 5\frac{1}{2}$
6	$3\frac{1}{8} \times 6$
7	$3\frac{1}{2} \times 6\frac{1}{2}$





Printing Paper

1.

AFFPA Standard Grade Classifications

ALL FINISHES

Quality	Brightness (G.E.)
Number 1	85.0 to 87.9 incl.
Number 2	83.0 to 84.9 incl.
Number 3	79.0 to 82.9 incl.
Number 4	73.0 to 78.9 incl.
Number 5	72.9 and below

2.

Basis Weight Comparisons and Metric Equivalents

A.

Ream Weight and M Weight Formulas

To calculate the ream weight (1 ream = 500 sheets) of any sheet size, multiply the sheet length by the sheet width by the basis weight and divide by the number of square inches associated with the basis weight.

Example:

$$\frac{20 \times 30 \text{ Basis} \times 80 \text{ Cover}}{520 \text{ square inches}} = 92.3076$$

To calculate the M weight (1,000 sheets) for sheets smaller than 24 x 36, adjust the ream weight to the nearest half-pound and multiply by 2. For sheets 24 x 36 and larger, adjust the ream weight to the nearest pound and multiply by 2.

B.

Standard Sheet Areas

Sheet Areas of Basic Sizes

25 x 38 = 950 — Book	17 x 22 = 374 — Bond, ledger, writing, vellum
20 x 26 = 520 — Cover	22½ x 28½ = 641 — Bristol
25½ x 30½ = 778 — Index	24 x 36 = 864 — Kraft, tag, newsprint

C.

Basis Weight Comparisons

Based on Ream Weights

	Book 25 x 38	Bond and Ledger 17 x 22	Cover 20 x 26	Printing Bristol 22½ x 28½	Index 25½ x 30½	Tag 24 x 36	Metric GSM*
Book (Basis Weights in Bold)	30	12	16	20	25	27	44
	40	16	22	27	33	36	59
	45	18	25	30	37	41	67
	50	20	27	34	41	45	74
	60	24	33	40	49	55	89
	70	28	38	47	57	64	104
	80	31	44	54	65	73	118
	90	35	49	60	74	82	133
	100	39	55	67	82	91	148
	120	47	66	80	98	109	178

*GSM = Grams per square meter

Basis Weight Comparisons

Based on Ream Weights
(continued)

	Book 25 x 38	Bond and Ledger 17 x 22	Cover 20 x 26	Printing Bristol 22½ x 28½	Index 25½ x 30½	Tag 24 x 36	Metric GSM*
Bond and Ledger (Basis Weights in Bold)	33	13	18	22	27	30	49
	41	16	22	27	33	37	60
	51	20	28	34	42	46	75
	61	24	33	41	50	56	90
	71	28	39	48	58	64	105
	81	32	45	55	67	74	120
	91	36	50	62	75	83	135
	102	40	56	69	83	93	150
Cover (Basis Weights in Bold)	100	40	55	68	82	91	149
	110	43	60	74	90	100	162
	115	45	63	78	94	105	170
	119	47	65	80	97	108	176
	124	50	68	85	103	115	184
	146	58	80	99	120	134	216
	164	65	90	111	135	149	243
	183	72	100	124	150	166	270
	201	79	110	136	165	183	298
	219	86	120	148	179	199	325
Printing Bristol (Basis Weights in Bold)	100	39	54	67	81	91	147
	120	47	65	80	98	109	175
	148	58	81	100	121	135	219
	176	70	97	120	146	162	263
	207	82	114	140	170	189	307
	237	93	130	160	194	216	351
Index (Basis Weights in Bold)	110	43	60	74	90	100	163
	135	53	74	91	110	122	199
	170	67	93	115	140	156	253
	208	82	114	140	170	189	308

*GSM = Grams per square meter



EXAMPLE: a 50-pound book paper is equivalent to a 20-pound bond paper.

Basis Weight Comparisons

Based on Ream Weights
(continued)

	Book 25 x 38	Bond and Ledger 17 x 22	Cover 20 x 26	Printing Bristol 22½ x 28½	Index 25½ x 30½	Tag 24 x 36	Metric GSM*
Tag	110	43	60	74	90	100	163
	137	54	75	93	113	125	203
(Basis Weights in Bold)	165	65	90	111	135	150	244
	192	76	105	130	158	175	285
	220	87	120	148	180	200	326
	275	109	151	186	225	250	407

*GSM = Grams per square meter

3.

Basis Weight Formula

To calculate the difference between basis weights, use the following formula:

$$\frac{\text{Known Weight}}{\text{Basis}} = \frac{\text{Unknown Weight}}{\text{Basis}}$$

Example:

$$\frac{80 \text{ Book}}{950} = \frac{X \text{ Cover}}{520}$$

4.

PPI Formula

NUMBER OF PAGES PER INCH

To calculate the number of pages per inch, caliper eight pages (four sheets), then divide the number of points into 8.

Example:

To calculate the pages per inch for eight pages, caliper .016.

$$\frac{8.000}{.016} = 500 \text{ PPI}$$

Use of AFPA Recycling Symbols

For products that contain some, but not all, recycled fiber, the recycling emblem is filled in white, with the chasing arrows in black. The percentage of recycled content claim is predominant, with any subsidiary claim presented directly below it.



50%
TOTAL RECOVERED FIBER

10% POST-CONSUMER FIBER

Paper made entirely from recovered fiber is identified by a recycling emblem that is filled in black, with the chasing arrows in white.

The 100% recycled content claim is prominent, with any additional claims (like those for state regulations or customer demand) presented directly underneath.



100%
TOTAL RECOVERED FIBER

10% POST-CONSUMER FIBER

Only one symbol or the other can be used, depending on the total recycled content of your paper product.

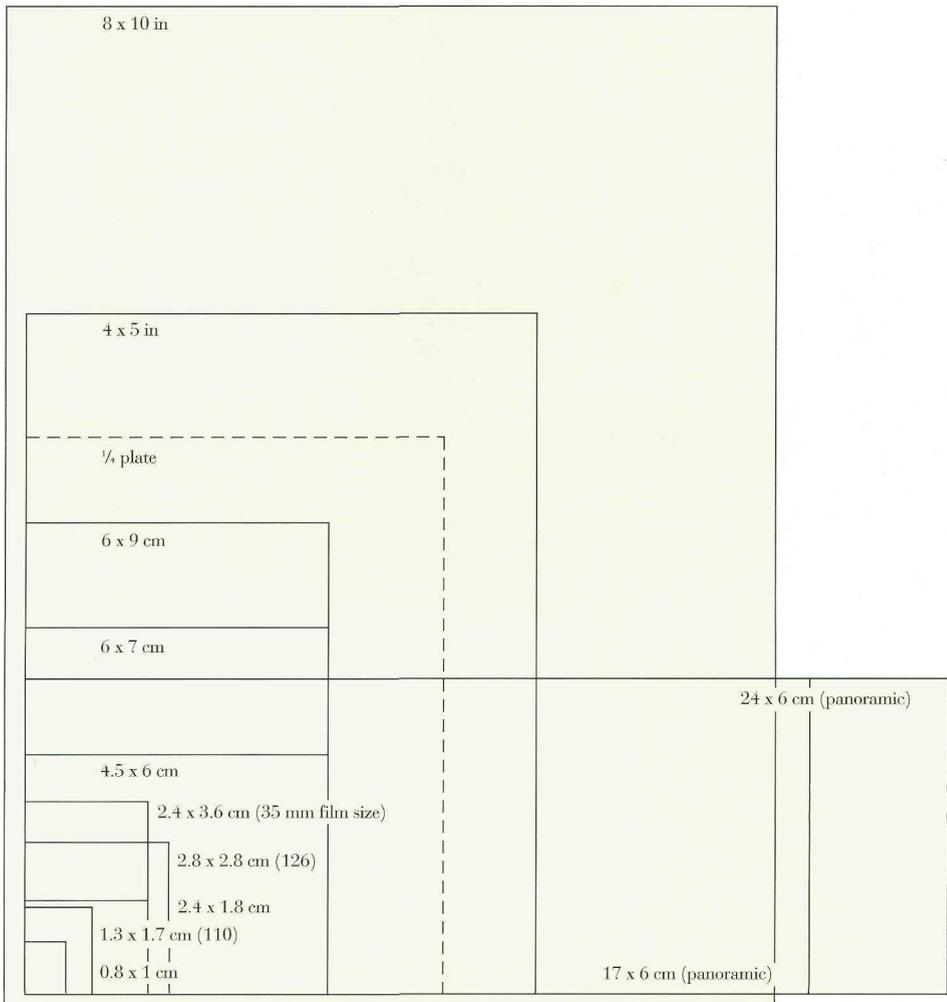
Fiber percentages shown are examples only.



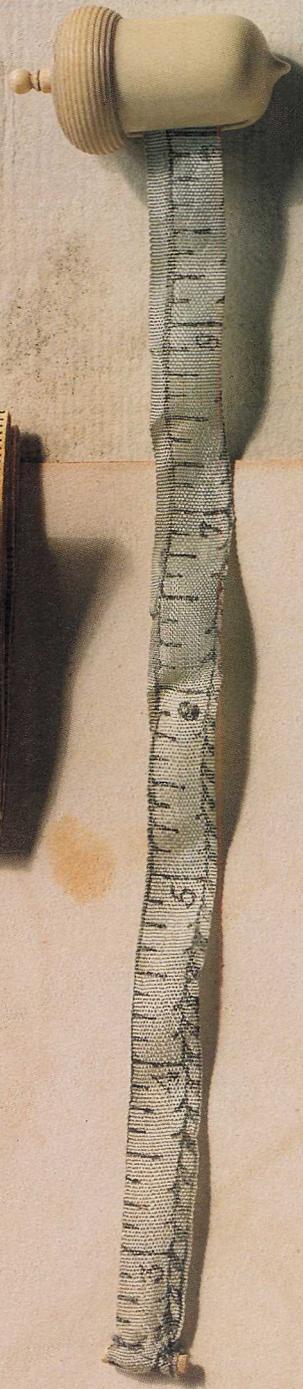
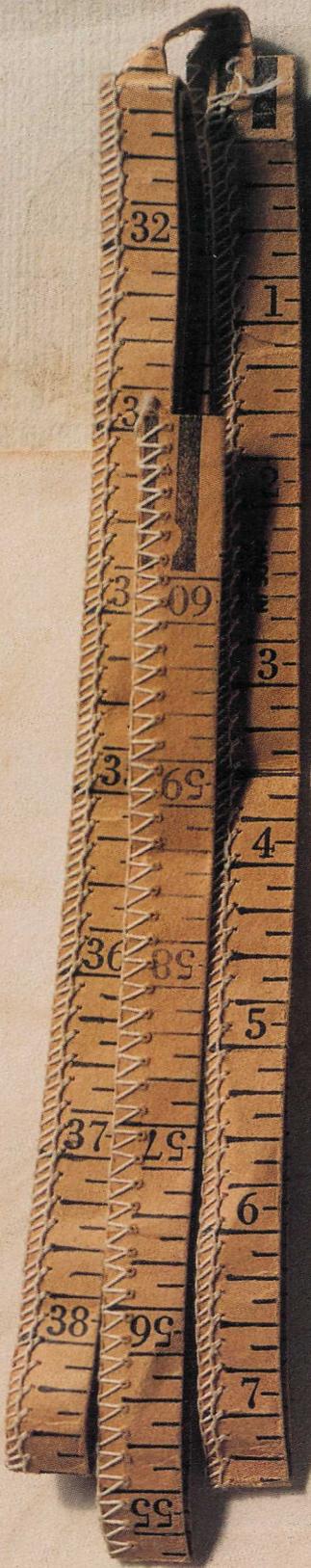


Photography

Standard Camera Formats and Sizes



(NOTE: Illustration does not reflect actual size.)



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General Tables

1.

Metric Conversion Tables

U.S. AND METRIC WEIGHTS

1 ounce	=	28.349 5 grams
1 pound	=	0.453 6 kilogram
1 short ton (2,000 lb.)	=	907.18 kilograms
1 metric ton (2,204.6 lb.)	=	1 000 kilograms
1 long ton (2,240 lb.)	=	1 016.05 kilograms
1 gram	=	0.035 3 ounce
1 kilogram	=	2.204 62 pounds
1 000 grams	=	1 kilogram
1 000 kilograms	=	1 metric ton

INCHES TO MILLIMETERS

Inches	Millimeters to Nearest Tenth	Millimeters Rounded
8 ¹ / ₄	209.6	210
8 ¹ / ₂	215.9	216
11	279.4	279
14	355.6	356
17	431.8	432
17 ¹ / ₂	444.5	445
19	482.6	483
20	508.0	508
22	558.8	559
22 ¹ / ₂	571.5	572
23	584.2	584
24	609.6	610
25	635.0	635
25 ¹ / ₂	647.7	648
26	660.4	660
28	711.2	711
28 ¹ / ₂	723.9	724
29	736.6	737
30 ¹ / ₂	774.7	775
34	863.6	864
35	889.0	889
36	914.4	914
38	965.2	965
44	1 117.6	1 118
45	1 143.0	1 143

To convert from inches to millimeters, multiply by 25.4.

CONVERTING STANDARD SIZES IN
MILLIMETERS TO SQUARE MILLIMETERS

English Size	Metric Size Rounded Off	Square Millimeters
17 x 22"	432 x 559 mm	241 488 mm ²
20 x 26"	508 x 660 mm	335 280 mm ²
22 1/2 x 28 1/2"	572 x 724 mm	414 128 mm ²
25 1/2 x 30 1/2"	648 x 775 mm	502 200 mm ²
23 x 35"	584 x 889 mm	519 176 mm ²
24 x 36"	610 x 914 mm	557 540 mm ²
25 x 38"	635 x 965 mm	612 775 mm ²

U.S. AND METRIC MEASURES

1 inch	=	25.4	millimeters
1 foot	=	304.80	millimeters
1 yard	=	914.40	millimeters
1 millimeter	=	0.039 37	inch
1 centimeter	=	0.393 7	inch
1 decimeter	=	3.937	inches
1 meter	=	39.37	inches
1 meter	=	3.28	feet
1 square inch	=	0.000 645	meter
1 square millimeter	=	0.001 55	square inch
1 square meter	=	10.764	square feet

METRIC RULES

GRAMMAGE = basis weight stated in grams per square meter.

SEPARATE DIGITS in groups of three, using a space rather than a comma.

Example: 1 000 000

A number **LESS THAN 1** should appear with a zero to the left of the decimal point.

Example: 0.41

PERIODS are not used after abbreviations.

METER is the spelling likely to be used in the U.S. England and France use "metre."

MILLIMETERS are to be rounded off to the nearest whole number; i.e., if the dimension is 0.5 mm or more, increase to 1.

In stating a **SHEET SIZE** in millimeters, add "mm" after last dimension only.

Example: 432 x 559 mm

A **SPACE** should be left between number and abbreviations.

Example: 432 mm

2.**Standard Proof Correction Marks**

MARGIN MARK	MEANING AND TEXT MARKING
o/ or / or /	Delete (take out)
∩	Close up;
⊖	Delete and close up
stet	Leave as <u>printed</u> (when matter has been crossed out by mistake)
caps	Change to <u>capital</u> letters
sc	Change to <u>small</u> capitals
lc	Change capitals to <u>l</u> owercase
itals	Change to <u>italic</u> type
bf	Change to <u>bold</u> type

bf	Change to <u>bold</u> italic type
Rom	Change to <u>roman</u> type
wf	(Wrong font) Replace <u>with</u> type from correct font
↔	Invert <u>sign</u> type
=	Correct align ^{ment} ; straighten
×	Replace by similar but undam ^{aged} character or remove "dirt" or extraneous marks
✓	Insert (or substitute) superior figure or sign
∧	Insert (or substitute) inferior figure or sign
= or =	Insert (or substitute) hyphen
—	Insert (or substitute) em-dash
-	Insert (or substitute) en-dash
,	Insert (or substitute) comma
.	Insert (or substitute) period
⋯	Insert (or substitute) leader dots
#	Insert space
€ ≠	Insert parentheses
[]	Insert brackets
()	Reduce space between lines or paragraphs
†R	Transpose <u>items</u> <u>these</u>
⌋ ⌈	Center
⌈ ⌋	Move to the left
⌋ ⌈	Move to the right
⌈	Move up
⌋	Move down
¶	Begin new paragraph
^	(Caret mark) Insert matter indicated in margin
“ ”	Insert double quotes
’	Insert apostrophe or single quote

Weights and Measures Stocking Information

Warren Patina is an elegant matte paper providing a smooth, non-glare surface and distinctive tone with excellent ink holdout for a wide range of color reproduction. Patina also has a unique "hand," which means that it feels as good as it looks. In addition, Patina is known for its legendary reliability on press. Patina is available in 60 (89 GSM), 70 (104 GSM), 80 (118 GSM) and 100 lb. (148 GSM) book; 105 lb./7 pt. (155 GSM) postcard; and in 65 (176 GSM) and 80 lb. (216 GSM) cover.

Production Notes

PRINTING

Printed in the USA on Patina 100 lb. text and 80 lb. cover on a 6/c 40" press.

TYPOGRAPHY

Bauer Bodoni, Monotype Univers and Helvetica Compressed.

PHOTOGRAPHY

All photography by Maria Robledo, New York City. All images screened at 200 line from 4 x 5 transparencies.

INK SEQUENCE

Text: K, C, M, Y, special orange, tinted spot gloss varnish.
Cover: K, C, M, Y, special orange, spot satin varnish on outside only.



S.D. Warren Company
A Subsidiary of Scott Paper Company
225 Franklin Street, Boston, MA 02110
(617) 423-7300

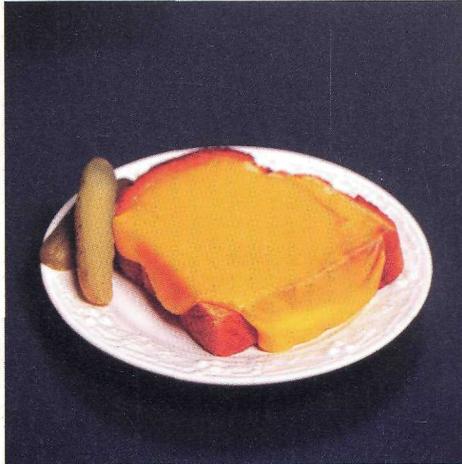
We are grateful to the following publications for the use of material represented in this issue of *The Warren Standard*:
"Walden's Handbook for Paper Salespeople and Buyers of Printing Paper"; "Graphic Master - Fifth Edition."

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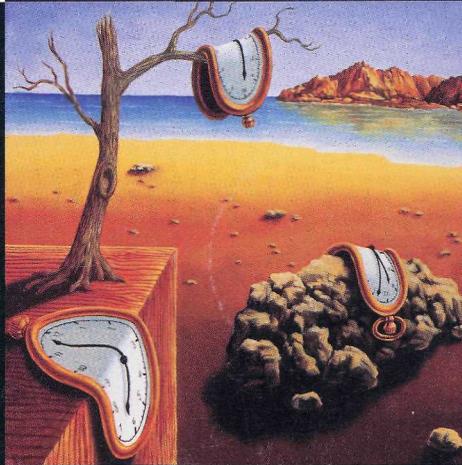
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Great ideas don't come easily.
And sometimes they come from someplace else.



Salvador's lunch.

Salvador's dream.



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