

Headline Schedule

Column Width:	1 col, 12 picas	4 col, 51 picas
	2 col, 25 picas	5 col, 64 picas
	3 col, 38 picas	6 col, 76 picas

Univers Medium

Headline	Max.	Headline	Max.	Headline	Max.
1-14	22	4-36	38	4-60	24
1-18	20 1/2	1-48	8	5-60	30 1/2
1-24	13	2-48	15	6-60	35 1/2
2-24	27	3-48	26	2-72	9 1/2
1-30	11	4-48	32	3-72	14
2-30	23	5-48	37 1/2	4-72	18
1-36	9	6-48	44 1/2	5-72	23
2-36	18 1/2	2-60	12	6-72	28
3-36	27 1/2	3-60	18 1/2		

Univers Bold

1-14	20	4-36	33 1/2	5-60	27 1/2
1-18	18 1/2	2-48	13 1/2	6-60	33
1-24	11 1/2	3-48	25	2-72	8 1/2
2-24	23	4-48	31	3-72	13
1-30	10 1/2	5-48	37	4-72	16 1/2
2-30	22	6-48	42	5-72	20
1-36	8	2-60	10 1/2	6-72	24 1/2
2-36	16 1/2	3-60	16		
3-36	25	4-60	22		

Univers Extrabold

1-14	18 1/2	4-36	32	5-60	26
1-18	17 1/2	2-48	13 1/2	6-60	31 1/2
1-24	11	3-48	25	2-72	8
2-24	22	4-48	30 1/2	3-72	12 1/2
1-30	10 1/2	5-48	37	4-72	15 1/2
2-30	22	6-48	40 1/2	5-72	19
1-36	7	2-60	10	6-72	24
2-36	15	3-60	15		
3-36	23 1/2	4-60	21		

This schedule lists count per line. A three line hed, for instance, of 36 pt medium would have 9 units per line, per column. Shorthand designations for headlines indicate number of columns first, size of headline second, number of lines third. So the shorthand designation **2-24-2** would mean 2 col, 24 pt, 2 line hed.