

COPY CAPACITY CHART

Copy size is specified by the height of the capital letter. The Copy Capacity Chart indicates the number of characters and word spaces that fit standard insert sizes. The above measurements are approximations based on Helvetica Medium typestyle (narrower style copy will fit more characters, wider styles will fit less characters). Capacity is reduced by 15% for tactile.

Insert Length	Copy Height	Copy Height									
		3/8"	1/2"	5/8"	3/4"	1"	1 1/2"	2"	3"	4"	5"
3"	All Caps	6	5	4	3	2	1	1			
	Caps/LC	8	7	6	4	3	2	1	1		
5"	All Caps	12	8	6	6	4	3	2	1	1	
	Caps/LC	17	11	8	8	6	4	2	2	1	
6"	All Caps	14	10	7	6	5	3	2	1	1	
	Caps/LC	18	14	10	8	7	4	3	2	1	
8"	All Caps	18	15	11	10	7	5	4	2	2	1
	Caps/LC	26	20	15	14	10	7	5	3	2	1
9"	All Caps	21	16	12	11	8	5	4	2	2	1
	Caps/LC	30	23	17	15	11	7	5	3	2	1
10"	All Caps	24	18	14	12	9	6	4	3	2	1
	Caps/LC	34	26	20	17	13	8	6	4	3	1
12"	All Caps	30	22	18	16	11	7	5	3	2	1
	Caps/LC	42	31	26	22	15	10	7	4	4	2
15"	All Caps	39	28	22	20	14	10	7	5	3	2
	Caps/LC	52	40	31	26	20	14	9	7	5	3
20"	All Caps		38	30	27	19	13	10	6	5	3
	Caps/LC		54	42	35	27	18	14	8	7	4
30"	All Caps			46	41	31	19	14	9	7	4
	Caps/LC			65	53	41	28	20	13	9	6
40"	All Caps				52	39	28	19	13	9	6
	Caps/LC				72	55	36	27	18	13	9
60"	All Caps				78	59	39	29	19	14	9
	Caps/LC				110	83	55	41	27	20	13
90"	All Caps				118	89	59	44	29	22	14
	Caps/LC				165	125	83	62	41	30	20

The formula for estimating word lengths is as follows:

1. All Caps = number of letters and word spaces x letter height
2. Caps/LC = number of letters and word spaces x 0.7