



Average Number of Changeable Copy Letters per Row of Tracking

Use only as a guide: the number of spaces between words and the frequency of specific characters influence the final number of letters per row

Advocate	3"	4"	6"	8"	10"	Letter size
38	27	21	14	12	9	# of Changeable Copy Letters
310	33	25	17	14	11	
410	33	25	17	14	11	
412	38	29	20	16	13	
512	38	29	20	16	13	
515	50	38	26	21	17	

Alumni	3"	4"	6"	8"	10"	Letter size
Standard	44	33	23	18	15	# of Changeable Copy Letters
Supra	55	42	29	23	19	
XL	67	51	35	28	22	

Announcer	3"	4"	6"	8"	10"	Letter size
398	44	33	23	18	15	# of Changeable Copy Letters
45 - Bantam	27	20	14	11	9	
46 - Standard	32	25	17	14	11	
48	44	33	23	18	15	
58 - Supra	44	33	23	18	15	
68	44	33	23	18	15	
510	55	42	29	23	19	
610 - XL	55	42	29	23	19	
612	67	51	35	28	22	

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Ambassador	3"	4"	6"	8"	10"	Letter size
I	27	20	14	11	9	# of Changeable Copy Letters
II	27	20	14	11	9	
III	18	14	9	8	6	
		0	0	0	0	

Clarion	3"	4"	6"	8"	10"	Letter size
Standard	44	33	23	18	15	# of Changeable Copy Letters
Supra	55	42	29	23	19	
XL	67	51	35	28	22	

Herald with Logo Panel	3"	4"	6"	8"	10"	Letter size
Standard	32	24	17	13	11	# of Changeable Copy Letters
Supra	40	30	21	17	13	
XL	48	37	25	20	16	

Herald No Logo Panel	3"	4"	6"	8"	10"	Letter size
Standard	44	33	23	18	15	# of Changeable Copy Letters
Supra	55	42	29	23	19	
XL	65	50	34	27	22	

Herald Inverted	3"	4"	6"	8"	10"	Letter size
Standard	32	25	17	14	11	# of Changeable Copy Letters
Supra	44	33	23	18	15	
XL	55	42	29	23	19	

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Messenger	3"	4"	6"	8"	10"	Letter size
Standard	44	33	23	18	15	# of Changeable Copy Letters
Supra	55	42	29	23	19	
XL	67	51	35	28	22	

Narrator	3"	4"	6"	8"	10"	Letter size
48	32	33	23	18	15	# of Changeable Copy Letters
510	40	42	29	23	19	
612	49	51	35	28	22	

Servant	3"	4"	6"	8"	10"	Letter size
Standard	44	33	23	18	15	# of Changeable Copy Letters
Supra	55	42	29	23	19	
XL	67	51	35	28	22	

Mascot Sentinel Witness	3"	4"	6"	8"	10"	Letter size
398 - 30	32	33	23	18	15	# of Changeable Copy Letters
48 - Standard	32	33	23	18	15	
510 - Supra	40	42	29	23	19	
612 - XL	49	51	35	28	22	