

YELLOW SPRINGS NEWS SAMPLE SIZES

COLUMN WIDTHS *(in picas and inches)*

1 column = 14.5 picas or $2\frac{3}{8}$ in. • **2 columns** = 30 picas or 5 in.
3 columns = 46 picas or $7\frac{5}{8}$ in. • **4 columns** = 62 picas or $10\frac{1}{4}$ in.
5 columns = 77.6 picas or 13 in.

5 in

2 in

2 COLUMNS x 2"

Open: \$38 (\$34.20)*
4-Week, Biweekly or Monthly: \$34 (\$30.60)*
12-Week: \$30 (\$27)*

$2\frac{3}{8}$ in

2 in

1 COLUMN x 2"

(Minimum display ad size)

Open: \$19 (\$17.10)*
4-Week, Biweekly or Monthly: \$17 (\$15.30)*
12-Week: \$15 (\$13.50)*

$2\frac{3}{8}$ in

4 in

1 COLUMN x 4"

Open: \$38 (\$34.20)*
4-Week, Biweekly or Monthly: \$34 (\$30.60)*
12-Week: \$30 (\$27)*

5 in

4 in

2 COLUMNS x 4"

Open: \$76 (\$68.40)*
4-Week, Biweekly or Monthly: \$68 (\$61.20)*
12-Week: \$60 (\$54)*

TIP

TO CALCULATE THE COST OF YOUR AD:

- ① Number of columns x inches = column-inches,
- ② Multiply by the rate

EXAMPLE:
2 columns x 4 inches = 8 column-inches x (rate)

$7\frac{5}{8}$ in

3 in

3 COLUMNS x 3"

Open: \$85.50 (\$76.95)*
4-Week, Biweekly or Monthly: \$76.50 (\$68.85)*
12-Week: \$67.50 (\$60.75)*

*** EARLY PAYMENT BONUS:**
Receive a 10% discount if payment is remitted prior to the 10th of the month following publication.