

YELLOW SPRINGS NEWS
SAMPLE SIZES

COLUMN WIDTHS (in inches and picas)

1 column = 2³/₈ in. or 14.5 picas • **2 columns** = 5 in. or 30 picas
3 columns = 7⁵/₈ in. or 46 picas • **4 columns** = 10¹/₄ in. or 62 picas
5 columns = 13 in. or 77.6 picas

5 in

2 in

2 COLUMNS x 2"

Open: \$40 (\$36)*
 4-Week, Biweekly or Monthly: \$36 (\$32.40)*
 12-Week: \$32 (\$28.80)*

2³/₈ in

2 in

1 COLUMN x 2"
 (Minimum display ad size)

Open: \$20 (\$18)*
 4-Week, Biweekly or Monthly: \$18 (\$16.20)*
 12-Week: \$16 (\$14.40)*

2³/₈ in

4 in

1 COLUMN x 4"

Open: \$40 (\$36)*
 4-Week, Biweekly or Monthly: \$36 (\$32.40)*
 12-Week: \$32 (\$28.80)*

5 in

4 in

2 COLUMNS x 4"

Open: \$80 (\$72)*
 4-Week, Biweekly or Monthly: \$72 (\$64.80)*
 12-Week: \$68 (\$61.20)*

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)

7⁵/₈ in

3 in

3 COLUMNS x 3"

Open: \$90 (\$81)*
 4-Week, Biweekly or Monthly: \$81 (\$72.90)*
 12-Week: \$72 (\$64.80)*

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