

YELLOW SPRINGS NEWS

SAMPLE SIZES

COLUMN WIDTHS *(in inches and picas)*

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

$2\frac{3}{8}$ 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)*

$2\frac{3}{8}$ 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:
 $2 \text{ columns} \times 4 \text{ inches} = 8 \text{ column-inches} \times (\text{rate})$

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