

# YELLOW SPRINGS NEWS

P.O. Box 187, Yellow Springs, Ohio 45387 937-767-7373 email: advert@ysnews.com www.ysnews.com

## COLUMN-INCH RATE CALCULATOR (SEE THE ACCOMPANYING SAMPLE SIZE SHEET FOR VISUAL DETAILS)

COL. IN.	OPEN \$11 PER COLUMN-INCH	4-WK \$10 PER COLUMN-INCH	12-WK \$9 PER COLUMN-INCH
2	22.00	20.00	18.00
2.5	27.50	25.00	22.50
3	33.00	30.00	27.00
3.5	38.50	35.00	31.50
4	44.00	40.00	36.00
4.5	49.50	45.00	40.50
5	55.00	50.00	45.00
5.5	60.50	55.00	49.50
6	66.00	60.00	54.00
6.5	71.50	65.00	58.50
7	77.00	70.00	63.00
7.5	82.50	75.00	67.50
8	88.00	80.00	72.00
8.5	93.50	85.00	76.50
9	91.00	90.00	81.00
9.5	104.50	95.00	85.50
10	110.00	100.00	90.00
10.5	115.50	105.00	94.50
11	121.00	110.00	99.00
11.5	126.50	115.00	103.50
12	132.00	120.00	108.00
12.5	137.50	125.00	112.50
13	143.00	130.00	117.00
13.5	148.50	135.00	121.50
14	154.00	140.00	126.00
14.5	159.50	145.00	130.50
15	165.00	150.00	135.00
15.5	170.50	155.00	139.50
16	176.00	160.00	144.00
16.5	181.50	165.00	148.50
17	187.00	170.00	153.00
17.5	192.50	175.00	157.50
18	198.00	180.00	162.00
18.5	203.50	185.00	166.50
19	209.00	190.00	171.00
19.5	214.50	195.00	175.50
20	220.00	200.00	180.00

- ▶ **OPEN RATE:** \$11 per column-inch
- ▶ **FOUR-WEEK CONTRACT:**  
\$10 per column-inch, with at least four consecutive weeks of advertising
- ▶ **TWELVE-WEEK CONTRACT:**  
\$9 per column-inch, with at least twelve consecutive weeks of advertising
- ▶ **BIWEEKLY AND MONTHLY CONTRACTS:**  
\$10 per column-inch for twelve or more biweekly or monthly insertions

**NOTE:** Content of a contract ad may be changed at no charge, as long as the ad size remains the same.

### HOW TO FIGURE COLUMN-INCHES

Display advertising is measured in column-inches, which is calculated by the number of columns\* wide by how deep the ad is, in half-inch increments. So a 12-column-inch ad can take various shapes:

- 1 column by 12 inches deep
- 2 columns by 6 inches deep
- 3 column by 4 inches deep

The smallest ad we offer is one column by two inches deep.

Feel free to ask for assistance in determining what's best for your advertisement! We can show you examples of similar ads that have run in the past.

\*Our column width is approx. 2<sup>3</sup>/<sub>8</sub> in.