

# YELLOW SPRINGS NEWS SAMPLE SIZES

These are just few examples; ad sizes are measured in column-inches and by half-inch increments in depth.

## COLUMN WIDTHS *(in inches and picas)*

- 1 column** = 2<sup>3</sup>/<sub>8</sub> in. or 14.5 picas • **2 columns** = 5 in. or 30 picas
- 3 columns** = 7<sup>5</sup>/<sub>8</sub> in. or 46 picas • **4 columns** = 10<sup>1</sup>/<sub>4</sub> in. or 62 picas
- 5 columns** = 13 in. or 77.6 picas

5 in

2 in

### 2 COLUMNS x 2"

Open: \$44  
4-Week, Biweekly or Monthly: \$40  
12-Week: \$36

2<sup>3</sup>/<sub>8</sub> in

2 in

### 1 COLUMN x 2"

(Minimum display ad size)

Open: \$22  
4-Week, Biweekly or Monthly: \$20  
12-Week: \$18

2<sup>3</sup>/<sub>8</sub> in

4 in

### 1 COLUMN x 4"

Open: \$44  
4-Week, Biweekly or Monthly: \$40  
12-Week: \$36

5 in

4 in

### 2 COLUMNS x 4"

Open: \$88  
4-Week, Biweekly or Monthly: \$80  
12-Week: \$72

**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<sup>5</sup>/<sub>8</sub> in

3 in

### 3 COLUMNS x 3"

Open: \$99  
4-Week, Biweekly or Monthly: \$90  
12-Week: \$81

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**ASK ABOUT OUR MANY OTHER ADVERTISING OPTIONS:**

- Inserts to local, tri-county and full distribution
- Classified ads; listing in the weekly Business & Professional Directory
- School package (back to school guide and year-long sports page sponsorship)
- Website and weekly e-newsletter ads
- Special issues (Redbook, Guide to Yellow Springs, School and Senior issues, etc.)

EMAIL TIM WALKER AT ADVERT@YSNEWS.COM OR CALL US AT 937-767-7373.