

# YELLOW SPRINGS NEWS SAMPLE SIZES

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

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

**1 column** =  $2\frac{3}{8}$  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: \$44  
4-Week, Biweekly or Monthly: \$40  
12-Week: \$36

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

2 in

**1 COLUMN x 2"**  
(Minimum display ad size)

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

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

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

3 in

**3 COLUMNS x 3"**

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

---

**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 MATT MINDE AT [ADVERT@YSNEWS.COM](mailto:ADVERT@YSNEWS.COM) OR CALL US AT 937-767-7373.