

STANDARD AD SIZES & RATES

(Rates apply to Local Open Rate)

FULL PAGE- 6 columns wide x 11 3/8 inches deep (10 3/8 wide x 11 3/8)

TOTAL of 118.13 inches **COST:** \$3,727.00 (black & white)
\$4,096.34 (black plus one color)
\$4,443.63 (two colors & black)
\$4,763.35 (three colors & black)

½ PAGE HORIZONTAL- 6 columns wide x 5.75 inches (10 3/8 wide x 5.75)

TOTAL of 59 inches **COST:** \$1,861.45 (black & white)
\$2,230.79 (black plus one color)
\$2,578.08 (two colors & black)
\$2,897.80 (three colors & black)

BANNER- 6 columns wide x 1.25 inches (10.25 x 1.25)

TOTAL of 7.5 inches **COST:** \$236.63 (black & white)
\$605.97 (black plus one color)
\$953.26 (two colors & black)
\$1,272.98 (three colors & black)

¼ PAGE VERTICAL- 3 columns wide x 5.04 inches (5.75 x 5.04)

TOTAL of 15.12 inches **COST:** \$477.00 (black & white)
\$846.34 (black plus one color)
\$1,193.63 (two colors & black)
\$1,513.35 (three colors & black)

1/8 PAGE HORIZONTAL- 3 columns wide x 2.88 inches (5.04 x 2.88)

TOTAL of 8.64 inches **COST:** \$272.60 (black & white)
\$641.94 (black plus one color)
\$989.23 (two colors & black)
\$1,308.95 (three colors & black)

- 1 col = 1.57 inches
- 2 col = 3.30 inches
- 3 col = 5.04 inches
- 4 col = 6.78 inches
- 5 col = 8.51 inches
- 6 col = 10.25 inches