

RATES (per column inch)	
Basic Rate	\$5.25
40+ column inches	\$5.00
50+ column inches	\$4.75
60+ column inches	\$4.50

To figure ad costs:

# of columns wide \_\_\_\_\_

x # of inches high \_\_\_\_\_

= column inches \_\_\_\_\_

then

# of column inches \_\_\_\_\_

x rate \_\_\_\_\_

= ad cost \_\_\_\_\_

15"

14"

13"

12"

11"

10"

9"

8"

7"

6"

5"

4"

3"

2"

1"

5 column - 10.375"

4 column - 8.25"

3 column - 6.125"

2 column - 4.0"

1 column - 1.875"