

Advertising Cost Calculator

Display Advertising, Open Rate

_____ Columns by _____ inches high times \$15.20 = \$_____ First time

Rerun this ad with no changes and take a 15% discount = \$_____ Thereafter

Add Color: Color is charged at \$3 per column inch, \$30 minimum and \$300 maximum in addition to the space charge above.

Color for this size ad would be \$_____ additional (*at least \$30, not more than \$300*)

Check our rate card. If you run an ad three publications straight, you get a contract discount if your ad is larger than 5 column inches. Fill in the size below to figure your costs.

Contract	for three days straight	First Time	Add'l Times
Size			
5"	_____ col x _____ inches	x \$14.20 = \$_____	(x \$12.07) = \$_____

Classified Display Advertising, Open Rate

_____ Columns by _____ high times \$17.40 = \$_____ First time

Rerun this ad with no changes and take a 15% discount = \$_____ Second Time

Add Color: Color is charged at \$3 per column inch, \$30 minimum and \$300 maximum in addition to the space charge above.

Color for this size ad would be \$_____ additional (*Not less than \$30, or more than \$300*)

If you're considering a contract, use the contract open and repeat rates for your estimates, color remains the same at \$3 additional per inch (*Not less than \$30 or more than \$300*)