

A full page is 6 columns wide by 21 inches high, for a total of 126 column inches. Take 126 times the inch rate (\$12.92) for a total of \$1627.92, plus \$300 for color

Half pages can be various sizes, half page verticle is 3 columns by 21 inches
Half page horizontal is 6 columns by 10.5 inches, times \$15.20 for \$957.60. A full page gets a 15% discount.

An eighth page can be either a 2 column by 8 inch for 16 column inches, or a three column by 5.5 inches for 16.5 inches, a 4 column by four inch for 16 inches, or a five column by 3 inches for 15 inches. This is an example of the 2 column by 8 inches at \$15.20 for \$240.00

Ad sizes can be any size as long as it's columns wide by inches tall times the inch rate.

Here's a three column by three inch ad, for 9 column inches times \$15.20 equals \$136.80

This is a 4 column by 16 inch ad, or 64 column inches. A half page is 63 column inches, however this proportion is similiar to a full page. The cost is 64 column inches times \$15.20, or \$972.80 plus \$192 for color.

This is a true half page of six columns wide by 10.5 inches high, for 63 column inches. 63 times \$15.20 equals \$957.60 plus \$189 for color.

Quarter page is 3 col by 10.5 inches, or 31.5 inches times \$15.20 = \$478.80 plus \$94.50 for color

1 Col x 1 inch times \$15.20 = \$15.20

This is a two column by two inch at for 4 column inches at \$15.20 a column inch for \$60.80. It's commonly thought of as a "business card size"

1 col = 1.77"

2 Col = 3.72"

3 col = 5.66"

4 col = 7.61"

5 col = 9.55"

6 col = 11.5"