

# JOURNAL OPINION

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## 2020 AD SIZES & PRICES

**BASIC PRICE  
FORMULA:**  
Number of Columns  
multiplied by  
Length of Ad  
THEN take that  
number and  
Multiply That By  
Ad Rate  
(\$7.75 black/white or  
\$8.75 color) =  
COST OF AD

1 col. by 2"  
BW \$15.50  
Color \$17.50

1 col. by 3"  
BW \$23.25  
Color \$26.25

1 col. by 1"  
BW \$10  
Color \$12

2 col. (4" wide) by 2"  
BW \$31  
Color \$35

\$7.75 per column inch  
black/white  
\$8.75 per column inch  
color

2 col. (4" wide) by 3"  
BW \$46.50  
Color \$52.50

### JOURNAL OPINION SIZES

1 column=2 inches wide  
2 columns=4 inches  
3 columns=6 inches  
4 columns = 8.25 inches  
5 columns = 10.5 inches  
6 columns = 12.5 inches

**2 col. (4" wide) by 4"**  
**\$62 BW**  
**\$70 Color**

**2 col. (4" wide) by 5"**  
**\$77.50 BW**  
**\$87.50 Color**

**3 col. (6" wide) by 2"**  
**\$46.50 BW**  
**\$52.50 Color**

**3 col. (6" wide) by 4"**  
**\$93 BW**  
**\$105 Color**

**3 col. (6" wide) by 5"**  
**\$116.25 BW**  
**\$131.25 Color**

**3 col. (6" wide) by 10.5"=1/4 page**  
**Sells for \$245 BW**  
**\$275 Color**

**1/2 Page**

**6 columns wide by 10.5 inches long**

**Dimensions are:**

**12.5 inches wide by 10.5 inches long**

**BW \$425**

**Color \$475**

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**Full Page**

**6 columns wide by 21 inches long**

**Dimensions are:**

**12.5 inches wide by 21 inches long**

**BW \$675**

**Color \$725**