

JOURNAL OPINION

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2020 AD SIZES & PRICES FOR NON-PROFITS

**BASIC PRICE
FORMULA:**
Number of Columns
multiplied by
Length of Ad
THEN take that
number and
Multiply That B
Ad Rate
(\$7.15 black/white or
\$8.15 color) =
COST OF AD

**1 col. by 1”
BW \$7.15
Color \$8.15**

**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

**1 col. by 2”
BW \$14.30
Color \$16.30**

**1 col. by 3”
BW \$21.45
Color \$24.45**

**2 col. (4” wide) by 2”
BW \$28.60
Color \$32.60**

**2 col. (4” wide) by 3”
BW \$42.90
Color \$48.90**

2 col. (4" wide) by 4"
\$57.20 BW
\$65.20 Color

2 col. (4" wide) by 5"
\$71.50 BW
\$81.50 Color

3 col. (6" wide) by 2"
(6 inches wide)
\$42.90 BW
\$48.90 Color

3 col. (6" wide) by 4"
\$85.80 BW
\$97.80 Color

3 col. (6" wide) by 5"
\$107.25 BW
\$122.25 Color

3 col. (6" wide) by 10.5"=1/4 page
Sells for \$225 BW
\$255 Color

1/2 Page

6 columns wide by 10.5 inches long

Dimensions are:

12.5 inches wide by 10.5 inches long

BW \$375

Color \$425

Full Page

6 columns wide by 21 inches long

Dimensions are:

12.5 inches wide by 21 inches long

BW \$575

Color \$625