

# The Northern lowan's Advertising Size Options

Please note: The paper dimensions are sized as column (width) x inch (height). Below the large numbers is the exact inch conversion size if designing ad in a program other than InDesign.

\$8.55 /inch open rate - \$7.55/inch contract rate

Full Color +\$120

Spot Color +\$65

**5x15**

10x15 (full page)

\$641.25

\$566.25

**2x15**

3.95x15

\$256.50

\$226.50

**3x7.5**

5.95x7.5

\$192.38

\$169.88

**2x4**

3.95x4

\$68.40

\$60.40

**2x2**

3.95x2

\$34.20

\$30.20

**5x7.5**

10x7.5 (half page)

\$320.63

\$283.13

**5x3**

10x3

\$128.25

\$113.25