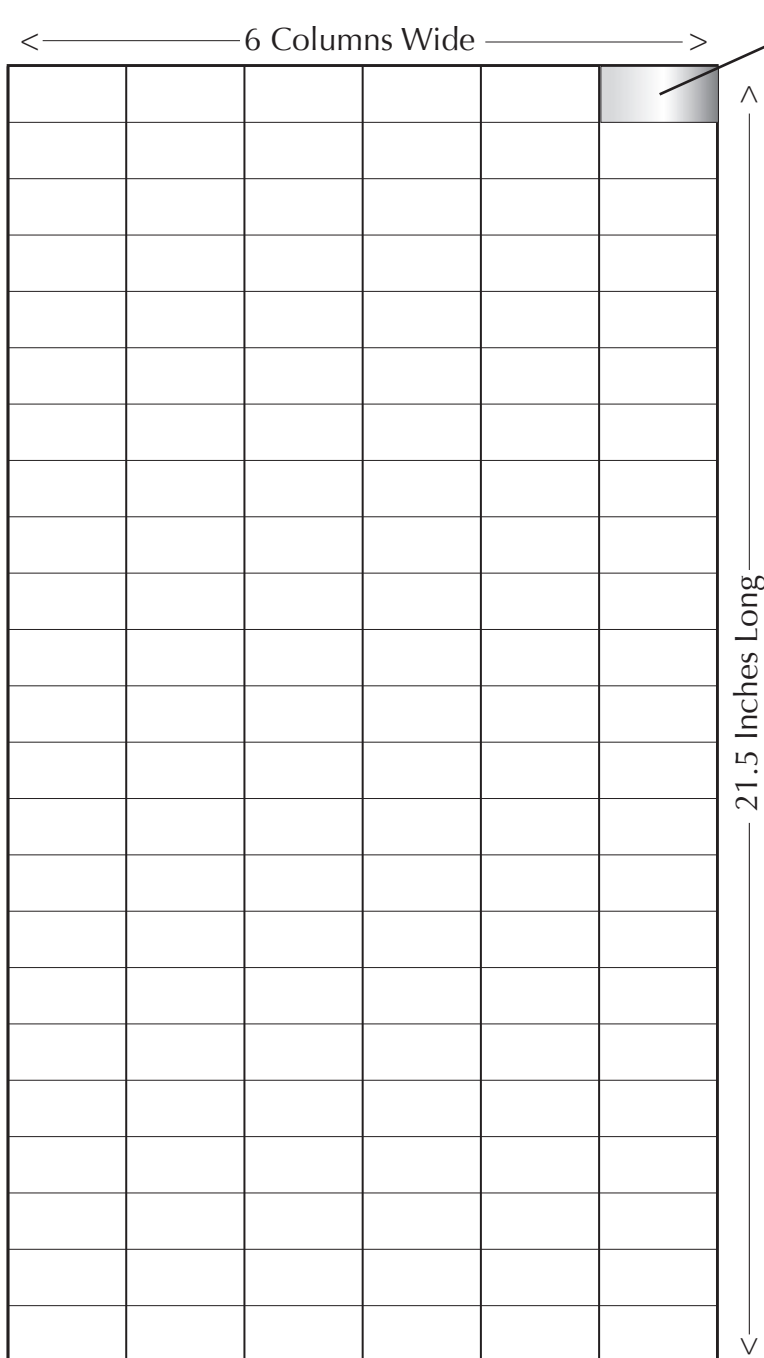




Calculating Price with Column Inches

At the Grand Valley Lanthorn, our print advertisements are calculated by column inch.



One Column Inch
1.625" x 1"

At Open Rate, running only once or twice, each column inch cost \$10. Just like when calculating area, to find the number of column inches in an advertisement, multiply the number of columns wide by the number of inches long the ad is.

For example: an Eighth of a page is a 3 col. x 6" ad

$$3 \text{ col} \times 6" = 18 \text{ col. inches}$$

Then multiply by the rate per inch.

$$18 \text{ col. inches} \times \$10.00 \text{ per col. inch} = \$180.00$$

