

The Postmark

Full page is: 160 column inches: 3c x 16"
 1 column is: 3.16" (round down to 3")
 2 columns: 6"
 3 columns: 9"

Rates

	1cx2"	2cx3"	2cx6"	3cx8"	3cx12"	3cx16"
	Bus Card	1/8 Page	1/4 Page	Half	3/4 Page	Full
\$4.00 1-3 months	\$ 24.00	\$ 72.00	\$ 144.00	\$ 288.00	\$ 432.00	\$ 576.00
\$3.40 4-6 months	\$ 20.40	\$ 61.20	\$ 122.40	\$ 244.80	\$ 367.20	\$ 489.60
\$2.75 7-9 months	\$ 16.50	\$ 49.50	\$ 99.00	\$ 198.00	\$ 297.00	\$ 396.00
\$2.00 10-12 months & non profit	\$ 12.00	\$ 36.00	\$ 72.00	\$ 144.00	\$ 216.00	\$ 288.00

Additional sizes available upon request.

FORMULA TO FIGURE ADDITIONAL SIZES:

COLUMN X INCHES = TOTAL INCHES x RATE = PRICE x MONTHS = TOTAL PRICE

EXAMPLE:

Customer wants a 3 column ad (9") x 5" advertisement at the \$2.75 rate, for seven months.

3c x 5" = 45" x \$2.75 = \$123.75 x 7 months = \$866.25

Updated for January 2012