

MetroLutheran

122 West Franklin Avenue, Suite 206

Minneapolis, MN 55404-2454

612/230-3281

FAX: 612/872-1724

www.metrolutheran.org • Ads@MetroLutheran.org

Ad Dimension Sheet

An ad must be one of these five widths; the ad may be any height, up to 15”:

1 column=1.86”; 2 columns=3.875”; 3 columns=5.875”; 4 columns=8”; 5 columns=10”

POSSIBLE AD DIMENSIONS

(please inquire about

additional size/dimension options)

BASE AD COST

	1-3 ads	4-7 ads	8-11 ads	12 ads
	<u>\$42/col. inch</u>	<u>\$38/col. inch</u>	<u>\$34/col. Inch</u>	<u>\$30/col. inch</u>
1/8 page (10 column inches)	\$420/ad	\$380/ad	\$340/ad	\$300/ad
1 column wide x 10 inches deep				
2 columns wide x 5 inches deep				
3 columns wide x 3.33 inches deep				
4 columns wide x 2.5 inches deep				
5 columns wide x 2 inches deep				
1/4 page (20 column inches)	\$840/ad	\$760/ad	\$680/ad	\$600/ad
2 columns wide x 10 inches deep				
3 columns wide x 6.67 inches deep				
4 columns wide x 5 inches deep				
5 columns wide x 4 inches deep				
1/3 page (27 column inches)	\$1,134/ad	\$1,026/ad	\$918/ad	\$810/ad
2 columns wide x 13.5 inches deep				
3 columns wide x 9 inches deep				
4 columns wide x 6.75 inches deep				
5 columns wide x 5.4 inches deep				
1/2 page (40 column inches)	\$1,680/ad	\$1,520/ad	\$1,360/ad	\$1,200/ad
3 columns wide x 13.33 inches deep				
4 columns wide x 10 inches deep				
5 columns wide x 8 inches deep				
Full page				
75 column inches	\$3,150/ad	\$2,850/ad	\$2,550/ad	\$2,250/ad
	(no header at the top of the page)			
	5 columns wide x 15 inches deep			
72.5 column inches	\$3,045/ad	\$2,755/ad	\$2,465/ad	\$2,175/ad
	(allows for page heading at the top of the page)			
	5 columns wide x 14.5 inches deep			
Flyer inserted in every copy of an issue:	Flat fee of \$1,800			