

One of the most asked questions I receive is **“What size ad do I need.”** This page gives you several examples of the different size ads we are able to produce for you.

**2 Column Display Ad
3.9” x 2.0”**

Black & White Cost: \$24.00
Color Cost: \$27.46

**2 Column Display Ad
3.9” x 3.0”**

Black & White Cost: \$36.00
Color Cost: \$41.19

**2 Column Display Ad
3.9” x 4.0”**

Black & White Cost: \$48.00
Color Cost: \$54.92

**2 Column Display Ad
3.9” x 5.0”**

Black & White Cost: \$60.00
Color Cost: \$68.65

Something to consider when deciding how large your ad should be is...

1. The amount of information in the ad.
(This includes text, graphics, logos, products)
2. Your budget for placing the ad.
(Sometimes it's best to get a smaller size ad and run it several weeks.)
3. You want to make a bigger splash.
*(Sometimes it's best to Go Big or Go Home!)
The larger the ad, the more readers will notice.*

Display advertising costs are by column inch.
The Sergeant Bluff Advocate is a 5 column newspaper and charges **\$6.00** per column inch.

**3 Column Display Ad
5.9333” x 4.0”**

Black & White Cost: \$36.00
Color Cost: \$41.19

Quarter Page Ad

**3 Column Display Ad
5.9333” x 7.0”**

Black & White Cost: \$126.00
Color Cost: \$144.16