**HOW TO FIGURE AD SPACE AND COST**

*Inches that run up and down are measured in standard inches. For our purposes, we will work with a 10-inch vertical grid.*

Let’s practice! Let’s use $5 an inch as our advertising rate.

An advertiser tells you that he wants an ad that is 8 x 3. Is this possible on a six-column grid? Why or why not? Can you flip the sizes and make it work?

If you are building on a six-column grid and the advertiser tells you he wants a quarter page ad, what sizes can you offer him and how much will it cost?

A full-page ad would measure what?

And what would it cost?

Figure the prices on the following ads:

6 x 2 cost:

4 x 10 cost:

1 x 10 cost:

3 x 7 cost:

3 x 2 cost:

4x 4 cost:

1 x 1 cost:

*This is an ad that is a 2 x 2. It is two column inches across because it occupies two full columns on the horizontal and it is two inches tall. We always say the column inches as the first number of an ad size. The ad is a total of four inches of advertising (2x2=4). To figure the price of the ad, we would multiply to total size of the ad (4) by the cost of a column inch.*

*These pale lines mark the gutter space. It is included so that when copy is placed it does not run together.*

*Inches that run left to right are called column inches. THEY ARE LARGER IN SIZE THAN STANDARD INCHES.*

*The reason is because you have to split the paper into columns to build a grid. Usually that grid has five or six columns with gutters. We are going to figure ours using a six column inch grid.*