

YELLOWSTONE COUNTY NEWS-2020

Display Advertising Rates (Color)

Ad Size	Inches	Open Rate	1 Month	3 month	6 month	1 year
Full Page	80	\$540 (\$760)	\$520 (\$740)	\$500 (\$720)	\$480 (\$700)	\$460 (\$680)
3/4 Page	60	\$405 (\$570)	\$390 (\$555)	\$375 (\$540)	\$360 (\$525)	\$345 (\$510)
Half Page	40	\$270 (\$380)	\$260 (\$370)	\$250 (\$360)	\$240 (\$350)	\$230 (\$340)
1/4 Page	20	\$135 (\$190)	\$130 (\$185)	\$125 (\$180)	\$120 (\$175)	\$115 (\$170)
1/8 Page	10	\$67.50 (\$95)	\$65 (\$92.50)	\$62.50 (\$90)	\$60 (\$87.50)	\$57.50 (\$85)
2x4,	8	\$54 (\$76)	\$52 (\$74)	\$50 (\$72)	\$48 (\$70)	\$46 (\$68)
2x3, 1x6,	6	\$40.50 (\$57)	\$39 (\$55.50)	\$37.50 (\$54)	\$36 (\$52.50)	\$34.50 (\$51)
Business card	4	\$27 (\$38)	\$26 (\$37)	\$25 (\$36)	\$24 (\$35)	\$23 (\$34)
1x2	2	\$13.50 (\$19)	\$13 (\$18.50)	\$12.50 (\$18)	\$12 (\$17.50)	\$11.50 (\$17)