

Old Gold & Black Common Advertising Sizes

SIZE	DIMENSIONS (Columns)	TOTAL CI	RATE (PCI)		National
			Local Discounts	Local Price (1 RUN)	Price \$7.50PCI (1 Run)
Eighth Pg	3C (5.75") x 5.50"	16.5	7.50	\$ 123.75	\$ 123.75
Quarter Pg	3C (5.75") x 11.00"	33	6.94	\$ 229.02	\$ 247.50
Half Pg	6C (11.5") x 11.00"	66	6.38	\$ 421.08	\$ 495.00
Full Pg	6C (11.5") x 21.75"	130.5	5.81	\$ 758.21	\$ 978.75

