

# ***The Village Voice of Ottawa Hills***

## ***Display Ad Size Visualizer***

This document is intended to provide potential advertisers with a fairly accurate representation of the final size of their ad. This is only a guide. For exact sizes, please consult with your in-house design staff or one of our sales representatives.

***email: [ads@vvoh.com](mailto:ads@vvoh.com)***

**Full color (CMYK) costs an additional \$75 per ad -- All photos must be 300 dpi**

1 col x 4"  
(4 CIs)

once = \$101 per issue  
3 times = \$95 per issue  
6 times = \$88 per issue  
12 times = \$83 per issue

2 col x 2"  
(4 CIs)

once = \$101 per issue  
3 times = \$95 per issue  
6 times = \$88 per issue  
12 times = \$83 per issue

3 col x 5"  
(15 CIs)

once = \$263 per issue  
3 times = \$253 per issue  
6 times = \$243 per issue  
12 times = \$233 per issue

**Widths: 1 col is 2 5/16 inches wide, 2 cols are 4 7/8 inches wide, and 3 cols are 7 1/2 inches wide**

*Full color (CMYK) costs an additional \$75 per ad -- All photos must be 300 dpi*

<p>1 col x 10" (10 CIs)</p>
<p>once = \$193 per issue 3 times = \$185 per issue 6 times = \$177 per issue 12 times = \$169 per issue</p>

	<p>2 col x 3" (6 CIs)</p>
	<p>once = \$134 per issue 3 times = \$126 per issue 6 times = \$118 per issue 12 times = \$110 per issue</p>
	<p>2 col x 5" (10 CIs)</p>
	<p>once = \$193 per issue 3 times = \$185 per issue 6 times = \$177 per issue 12 times = \$169 per issue</p>

*Widths: 1 col is 2 5/16 inches wide, 2 cols are 4 7/8 inches wide, and 3 cols are 7 1/2 inches wide*



**Full color (CMYK) costs an additional \$75 per ad -- All photos must be 300 dpi**

	<b>2 col x 4"</b> <b>(8 CIs)</b>	
	once = \$167 per issue 3 times = \$159 per issue 6 times = \$151 per issue 12 times = \$143 per issue	<b>1 col x 3"</b> <b>(3 CIs)</b>
		once = \$83 per issue 3 times = \$77 per issue 6 times = \$71 per issue 12 times = \$65 per issue
		<b>3 col x 3"</b> <b>(9 CIs)</b>
		once = \$180 per issue 3 times = \$172 per issue 6 times = \$164 per issue 12 times = \$156 per issue

**Widths: 1 col is 2 5/16 inches wide, 2 cols are 4 7/8 inches wide, and 3 cols are 7 1/2 inches wide**