

The ECHO

2017-2018 Rate Sheet

Advertisements are sold by unit (full page, half page, quarter page, eighth page and sixteenth page). This year the dimensions and the prices of advertisements have changed. *Please note that purchasing a full-year advertisement results in about a 10 percent lower cost overall.*

This year, the ECHO is offering online advertising. The cost would be \$50 per school year. The 300 x 169 pixel ads would appear at the bottom of each story and would be linked the advertiser's primary website.

Ad Size	Ad Dimension	Ad Price
Full Page	7.33" by 9.5"	\$200/year long \$1,600
Half Page	7.33" by 4.75" or 3.667" by 9.5"	\$125/ year long \$1,000
Quarter Page	3.667" by 4.75"	\$75/ year long \$600
1/8 Page	3.667" by 2.375"	\$50/ year long \$400
1/16 Page	3.667" by 1.2"	\$35/ year long \$280

Inserts = \$50
Web Ad = \$50 per school year

Thanks,
Business Manager
Evelyn Trampe

1/4 Page Ad

1/8 Page Ad