The ECHO

2023-2024 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 $75 per school year. The 300 x 170 pixel ads would appear at the bottom of each story and would be linked to 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"	$55/ year long $400
1/16 Page	3.667" by 1.2"	$35/ year long $280

Inserts = $75
Web Ad = $75 per school year

Thanks,
Hadley Hoskins
Editor-in-Chief



