

# The I-70 Scout & Eastern Colorado News Ad Rates (Effective Aug. 1, 2022)

**1/16-PAGE  
(5-INCHES WIDE X 2-INCHES DEEP)  
\$56 BW  
\$74 COLOR**

**2X3  
(5-INCHES WIDE X 3-INCHES DEEP)  
\$84 BW  
\$111 COLOR**

**1/8-PAGE  
(5-INCHES WIDE X 4-INCHES DEEP)  
\$112 BW  
\$148 COLOR**

**2X5  
(5-INCHES WIDE X 5-INCHES DEEP)  
\$140 BW  
\$185 COLOR**

**2X6  
(5-INCHES WIDE X 6-INCHES DEEP)  
\$168 BW  
\$222 COLOR**

**1/4-PAGE  
(5-INCHES WIDE X 8-INCHES WIDE)  
\$224 BW  
\$296 COLOR**

**Other Commonly-Used  
Ad Dimensions**

**3x4 (7.5 Inches x 4 Inches)  
\$168 BW; \$222 Color**

**2x7 (5 Inches x 7 Inches)  
\$196 BW; \$259 Color**

**3x10  
(7.5 Inches x 10 Inches)  
\$420 BW; \$555 Color**

**Full Page  
(10 Inches x 15.75 Inches)  
\$896 BW; \$1,184 Color**

**3X6  
(APPROX. 7.5-INCHES WIDE X 6 INCHES DEEP)  
\$252 BW  
\$333 COLOR**

**1/2-PAGE  
(10-INCHES WIDE BY 8-INCHES DEEP)  
\$448 BW  
\$592 COLOR**