**SECTIONS 17-6, 17-7** Newspaper and Television Advertising Costs

When you place a newspaper advertisement for your product or service, the cost is determined by the space it occupies and the rate charged per line. When you advertise your product or service on television, the cost depends on the time of day, the program ratings, and the length of the commercial. Television commercials are generally 10, 30, and 60 seconds long.

\[
\text{Advertisement Cost} = \text{Number of Column Inches} \times \text{Rate per Column Inch}
\]

Cost of 10-Second Ad = \(\frac{1}{2} \times \text{Cost of 30-Second Ad}\)

Cost of 60 Second Ad = \(2 \times \text{Cost of 30-Second Ad}\)

Use the table below for newspaper rates.

1. HealthLine has an annual contract for 100 inches of advertising in the Sunday paper. HealthLine has an advertisement equivalent to 16 inches. How much does the advertisement cost?

<table>
<thead>
<tr>
<th>Contract</th>
<th>Daily per Column Inch</th>
<th>Sunday per Column Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>No contract</td>
<td>$45.54</td>
<td>$55.28</td>
</tr>
<tr>
<td>50 inches</td>
<td>34.90</td>
<td>42.80</td>
</tr>
<tr>
<td>100 inches</td>
<td>33.90</td>
<td>41.72</td>
</tr>
</tbody>
</table>

2. Sporting Goods store has an annual contract for 50 inches of advertising in the *Daily Reporter*. In Saturday's paper it had an advertisement of 5 inches. How much did the advertisement cost?

3. The Arena Car Lot is going to sponsor arena sporting events. The rate per 30-second commercial is $540. Arena Car Lot contracts for twenty 30-second ads, ten 10-second ads, and four 60-second ads. What is the total cost for these advertisements?

4. Mountain View Amusement Park's spring television advertising campaign will consist of ten 10-second ads and twenty 30-second ads on daytime TV, and five 30-second ads and ten 60-second ads on prime-time TV. The rates are $6,000 per 30-second daytime and $25,000 per 30-second prime-time ad. What is the total cost of Mountain View's television campaign?

5. You are in charge of publicity for the town fair next month. You are debating whether to have an advertisement equivalent to 31 column inches in the evening paper or a 26-column-inch advertisement in the Sunday paper, or two 30-second TV ads. A 30-second TV ad costs $550. If money is a problem, which one would you select?

What is the cost of each?