$1\ \text{ft}^3 = 1728\ \text{inch}^3 = 28316.846592\ \text{cm}^3 \Rightarrow$

$\Rightarrow 7.28\ \text{ft}^3 = 206146.64318976\ \text{cm}^3 \Rightarrow$

$\Rightarrow 7.28\ \text{ft}^3 = \dfrac{206146.64318976}{1000}\ \text{liters} = 206.14664318976\ \text{liters}.$

So, we will have the price per liter:

$P_{per\ liter} = \dfrac{\$0.72}{0.5\ \text{liter}} = \$1.44\ \text{per liter}.$

And total price:

$P_{total} = 206.14664318976 \cdot \$1.44 = \$296.85$

Answer: $\$296.85$.