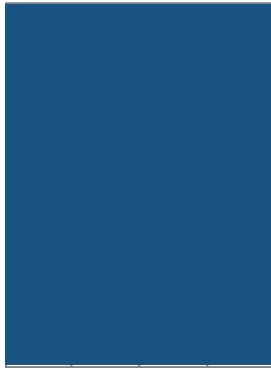
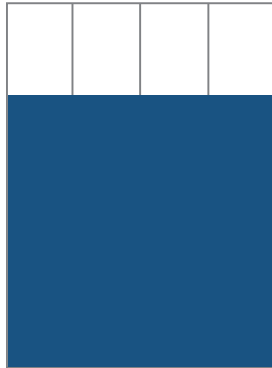


Tabloid Ad Dimensions

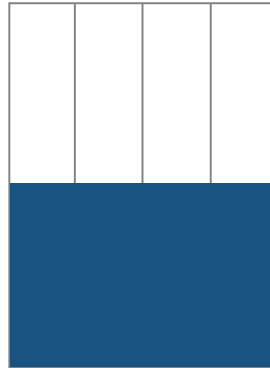
TABLOID AD DIMENSIONS



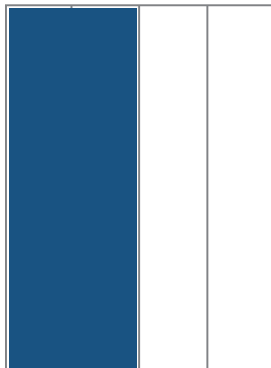
FULL PAGE
4 columns x 12.75"
9.50" x 12.75"



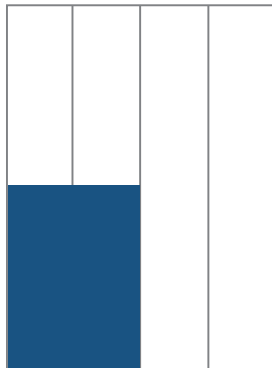
3/4 PAGE
4 columns x 10"
9.50" x 10"



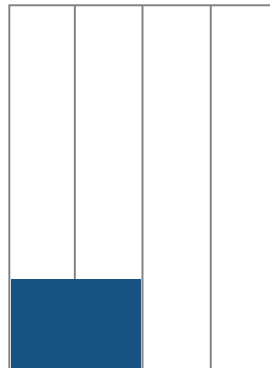
1/2 PAGE (H)
4 columns x 6.375"
9.50" x 6.375"



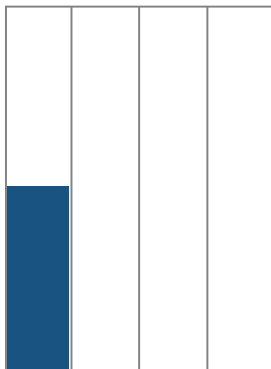
1/2 PAGE (V)
2 columns x 12.75"
4.68" x 12.75"



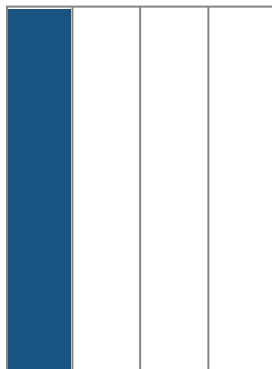
1/4 PAGE
2 columns x 6.375"
4.68" x 6.375"



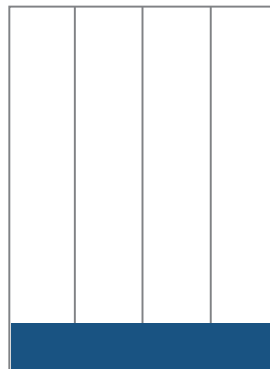
1/8 PAGE (H)
2 columns x 3.1875"
4.68" x 3.1875"



1/8 PAGE (V)
1 column x 6.375"
2.28" x 6.375"



VERTICAL STRIP
1 column x 12.75"
2.28" x 12.75"



HORIZONTAL STRIP
4 columns x 1.325"
9.50" x 1.325"



TABLOID OPEN RATES

Full page.....	\$1,247.97
3/4 page	\$978.80
1/2 page (H & V)	\$623.99
1/4 page	\$311.99
1/8 page (H & V)	\$156.00
Strip ad (H)	\$129.69
Strip ad (V)	\$311.99
Strip ad (Front).....	\$324.20

*All rates include full color.
All national ads are billed at open rate.*

CONTRACT RATES

Spend \$2,500	save 5%
Spend \$5,000	save 9%
Spend \$7,500	save 13%
Spend \$10,000	save 17%
Spend \$12,500	save 21%
Spend \$15,000	save 25%
Spend \$17,500	save 29%
Spend \$20,000 +	save 33%

Total spent based on dollars spent for all Student Media advertising types (not including Crimson Ride signs).

Contracts run from the date of signature until May 1, 2018. All ad policies apply.

CAMPUS RATE

All legitimate University offices and departments and all registered student organizations receive a 15% discount off the open rate for all Student Media advertising types.

DEADLINES

For Monday.....Wednesday @ 4 p.m.
For Thursday Monday @ 4 p.m.

The deadlines for sports/special editions vary, but are generally at least a week before publication.