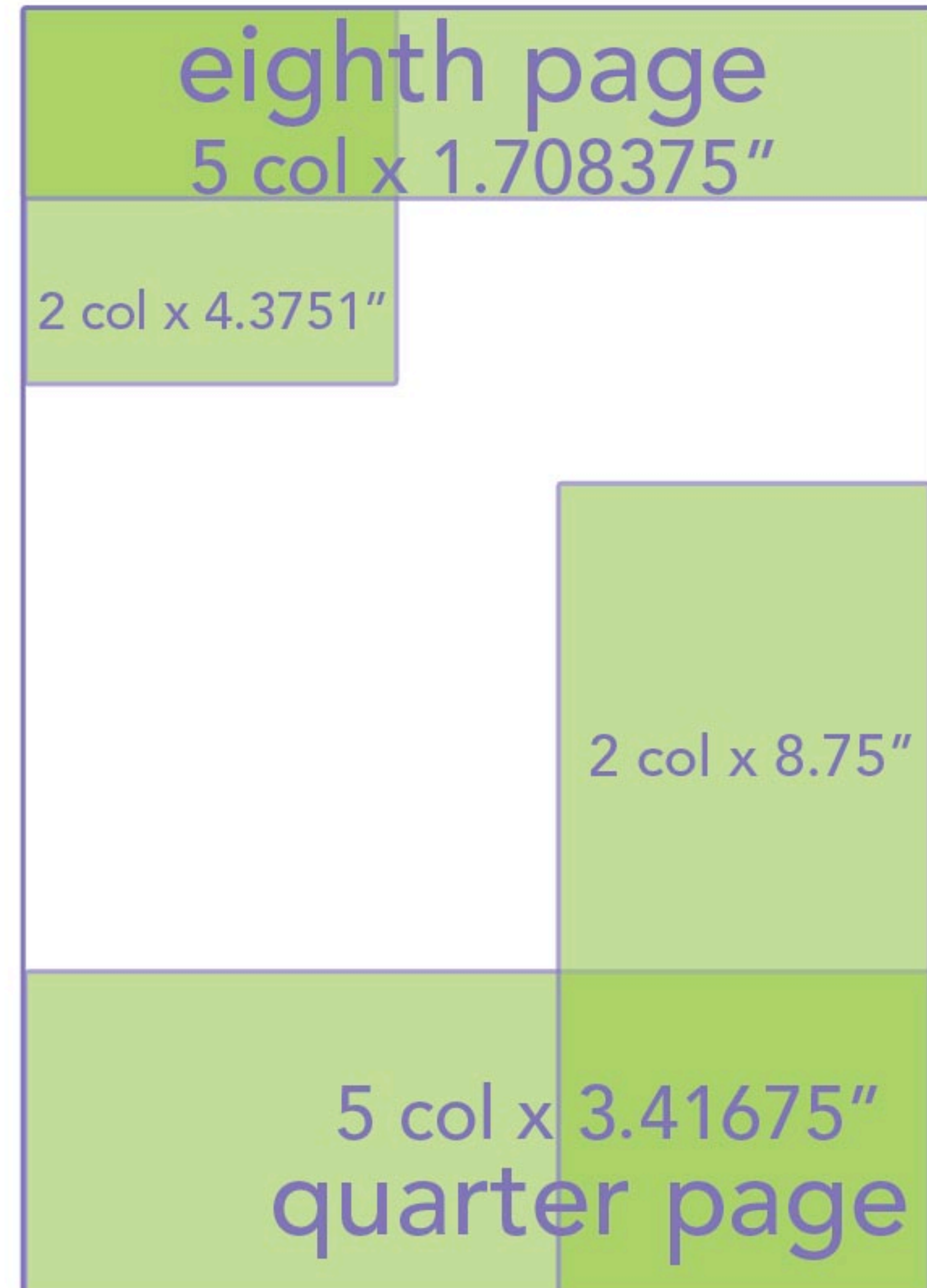
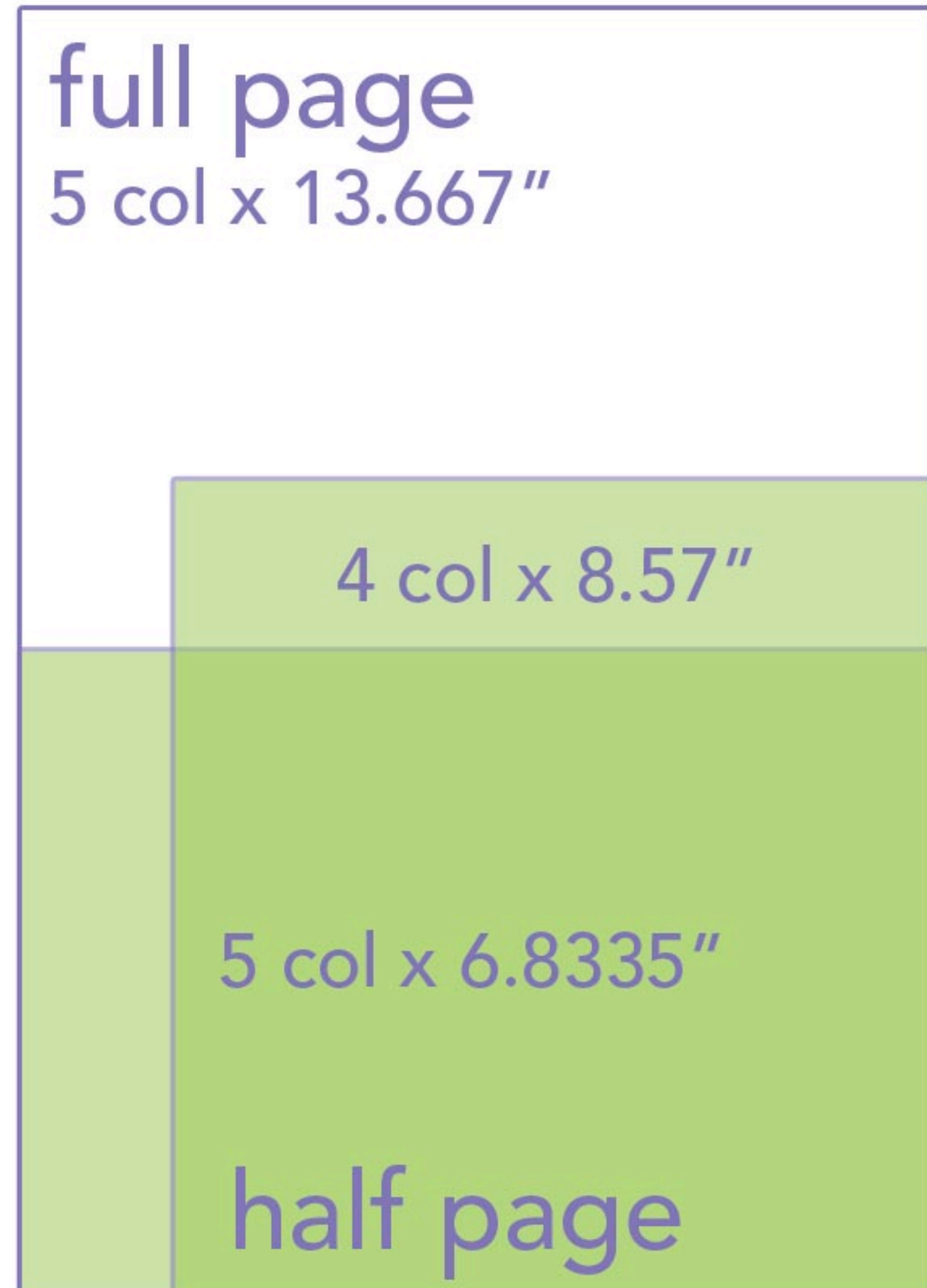


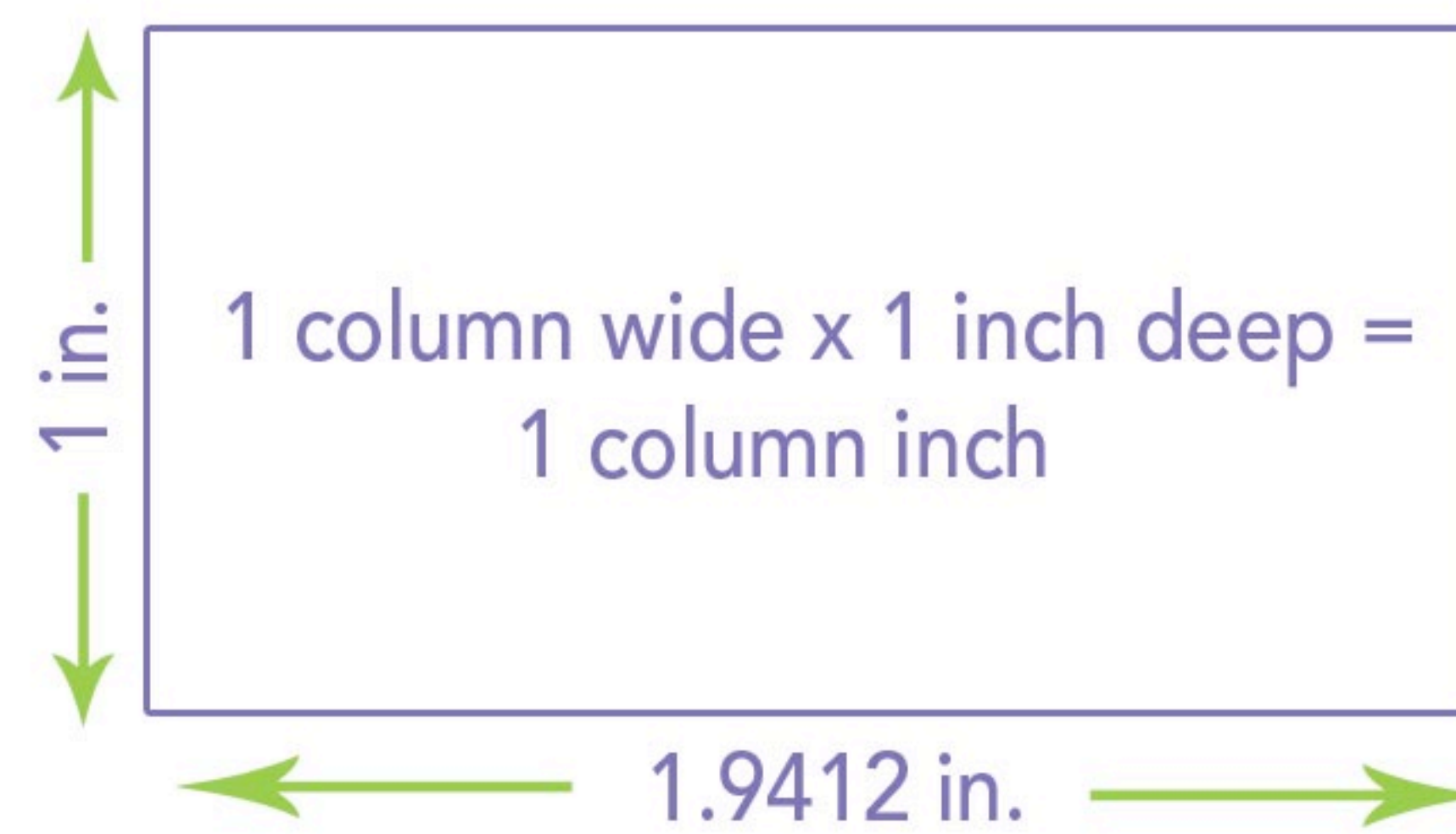
THE DAILY REVEILLE'S ADVERTISING SPEC SHEET 2009-2010

SIZES



SAMPLE AD SIZES

Size	Col inches	Example dimensions	Alternate dimensions
Full page	70	10.374" (5 col) x 13.667"	—
Half page	35	10.374" (5 col) x 6.8335"	8.2658" (4 col) x 8.57"
Quarter page	17.5	10.374" (5 col) x 3.41675"	4.0494" (2 col) x 8.75"
Eighth page	8.75	4.0494" (2 col) x 4.3751"	10.374" (5 col) x 1.708375"



COLUMN SIZES

No. of Col.	Inches
1 col.	1.9412 in.
2 col.	4.0494 in.
3 col.	6.1576 in.
4 col.	8.2658 in.
5 col.	10.374 in.

SUBMISSION

- Color files in CMYK (black at 100 percent)
- Resolution at 300 DPI or higher at reproduction size
- All ads submitted in PDF, JPEG, or TIFF format

DEADLINES

Artwork and space reservations are due two business days in advance by noon. Please check for early deadlines near holidays and student breaks. More details available on calendar.

RATES

Column inches	Local billed
>35	\$11.25
8-35	\$11.80
<8	\$12.50

Publication day	Deadline (noon)
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday

DISTRIBUTION

Fall and Spring:
13,000-15,000

Summer:
6,500-7,000

PRICE PER COL IN. LOCAL BILLED ACCOUNTS

BLACK & WHITE

12.50 pci 11.80 pci 11.25 pci

Inches	1 col	2 col	3 col	4 col	5 col
1	\$12.50	\$25.00	\$37.50	\$50.00	\$62.50
2	\$25.00	\$50.00	\$75.00	\$94.40	\$118.00
3	\$37.50	\$75.00	\$106.20	\$141.60	\$177.00
4	\$50.00	\$94.40	\$141.60	\$188.80	\$236.00
5	\$62.50	\$118.00	\$177.00	\$236.00	\$295.00
6	\$75.00	\$141.60	\$212.40	\$283.20	\$354.00
7	\$87.50	\$165.20	\$247.80	\$330.40	\$413.00
8	\$94.40	\$188.80	\$283.20	\$377.60	\$450.00
9	\$106.20	\$212.40	\$318.60	\$405.00	\$506.25
10	\$118.00	\$236.00	\$354.00	\$450.00	\$562.50
11	\$129.80	\$259.60	\$389.40	\$495.00	\$618.75
12	\$141.60	\$283.20	\$405.00	\$540.00	\$675.00
13	\$153.40	\$306.80	\$438.75	\$585.00	\$731.25
14	\$165.20	\$330.40	\$472.50	\$630.00	\$787.50

COLOR

Color charge maxed out

Includes min. color charge of \$35

Inches	1 col	2 col	3 col	4 col	5 col
1	\$47.50	\$60.00	\$72.50	\$85.00	\$97.50
2	\$60.00	\$85.00	\$110.00	\$129.40	\$153.00
3	\$72.50	\$110.00	\$141.20	\$176.60	\$212.00
4	\$85.00	\$129.40	\$176.60	\$223.80	\$276.00
5	\$97.50	\$153.00	\$212.00	\$276.00	\$345.00
6	\$110.00	\$176.60	\$248.40	\$331.20	\$414.00
7	\$122.50	\$200.20	\$289.80	\$386.40	\$483.00
8	\$129.40	\$223.80	\$331.20	\$441.60	\$530.00
9	\$141.20	\$248.40	\$372.60	\$477.00	\$596.25
10	\$153.00	\$276.00	\$414.00	\$530.00	\$662.50
11	\$164.80	\$303.60	\$455.40	\$583.00	\$718.75
12	\$176.60	\$331.20	\$477.00	\$636.00	\$775.00
13	\$188.40	\$358.80	\$516.75	\$685.00	\$831.25
14	\$200.20	\$386.40	\$556.50	\$730.00	\$887.50

\$2.00 pci (min. \$35, max. \$100)



THE DAILY REVEILLE