

COLUMBIA JOURNALISM REVIEW

2010 NONPROFIT ADVERTISING RATES*

BLACK & WHITE:	ONE TIME	THREE TIMES
Full Page	\$3,810	\$2,940
2/3 Page	3,070	2,360
1/2 Page	2,140	1,650
1/3 Page	1,630	1,260
1/6 Page	900	700

Color: add \$250

**Rates are approximately 42% off general advertising rates*

AD SIZES

(all dimensions in inches)

Full Page (bleed)	8.125 x 10.875
Full Page No Bleed	6.875 x 9.625
Trim	7.875 x 10.625
2/3 Page	4.5 x 9.625
1/2 Page (horizontal)	6.875 x 4.75
1/3 Page (square)	4.5 x 4.75
1/3 Page (vertical)	2.25 x 9.625
1/6 Page	2.25 x 4.75

Only the following advertisers qualify for CJR's discounted nonprofit rate: universities, foundations and nonprofit organizations described in section 501C3 of the Internal Revenue Code that engage primarily in philanthropic, charitable (and/or journalistic) activities. Industry and business associations whose individual members would not qualify based on the above, do not qualify. Acceptance or rejection of advertising contracts and orders at CJR's discounted rate is at the sole discretion of the publisher.

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