NEWSPAPER DISPLAY RATES (per column inch)

Open display rate ($12.00)
Monthly frequency rates - 4 days minimum placement
25% discount on 6” Ad or more — ($9.00)
Bulk contract rates/per client
35% discount on 200” or more — ($8.00)

*Non-profit rate ($7.00)
Alumni rate ($10.00)
Summer rates (net)
Flat display rate ($8.00)

COLOR RATES/PREMIUM PAGE

Minimum Size 1/4 Page
Black & one spot color $120
Each additional color $120
4-color $500

Color deadline: 5 publishing days in advance of insertion date.

Premium Page Charge $50

MAGAZINE DISPLAY RATES

DIG/University Magazine is a monthly publication that explores a wide variety of subjects of interest to our campus. Space reservation deadline and copy deadline is 2 weeks prior to publication date.

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
<th>1/8 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.5”w x 10” h</td>
<td>7.5”w x 5” h</td>
<td>3.75”w x 5” h</td>
<td>3.75”w x 2.5” h</td>
</tr>
<tr>
<td>$600.00</td>
<td>$300.00</td>
<td>$150.00</td>
<td>$75.00</td>
</tr>
<tr>
<td>&lt;$300.00&gt;</td>
<td>&lt;$150.00&gt;</td>
<td>&lt;$75.00&gt;</td>
<td>&lt;$45.00&gt;</td>
</tr>
</tbody>
</table>

Color included.
<Non-profit rate>

* Discount cannot be used with non-profit rate.

CLASSIFIED RATES

Classified display rate $9.50 per column inch
(Contract rates available)
1 day $2.00 per line/per day
2 - 4 days $1.50 per line/per day
5 - 20 days $1.00 per line/per day
21 days 90¢ per line/per day
Semester rate 80¢ per line/per day
BOLD $1.00 per line/per day
(3 lines minimum)

Prices for line ads are for consecutive runs, breaks in runs will be charged one day rate.
Classified lines ads are Online at no additional cost

CONTACT INFORMATION

Display Advertising 562/985-5736
Classified Advertising 562/985-4964
Advertising & Administrative Offices 562/985-8001
Fax 562/985-1740
Fall & Spring Hours: Mon. - Thur. 9 a.m. - 4 p.m.
Summer Hours: Tues. - Thur. 9 a.m. - 4 p.m.
Editorial Department 562/985-8000
Fax 562/985-5053
Fall & Spring Hours: Mon. - Thur. 9 a.m. - 5 p.m.

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