Daily 49er Advertising Sizes

California State University, Long Beach
Phone number: (562) 985 - 8001 • Fax Number: (562) 985-1740

Open display rate = $14.00 per column inch

*Frequency Rates (4 days minimum placement within 4 week period) = 25% off on 6” or more

Popular Sizes (Ads are shown at 1/8 of their original size)

Mechanical Requirements

- **Full Page:** 5 columns x 16 inches (80 column inches)
- **Page Width:** 5 columns
- **Page Depth:** 16 inches
- **Column Widths:**
  - 1 column = 1.875 inches (1 7/8 in)
  - 2 columns = 4.0 inches (4 in)
  - 3 columns = 6.125 inches (6 1/16 in)
  - 4 columns = 8.125 inches (8 1/8 in)
  - 5 columns = 10.25 inches (10 1/4 in)