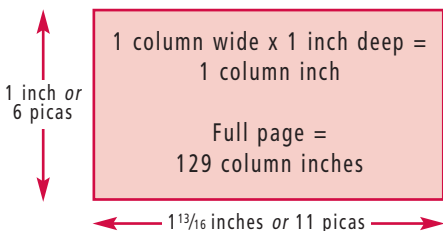


# Rates, Mechanics & Sizes

## Display Advertising Rates



## Local Rates

|                    |                       |
|--------------------|-----------------------|
| Up to 100" .....   | \$16.80 / column inch |
| 101" to 300" ..... | \$15.80 / column inch |
| 301" to 600" ..... | \$15.20 / column inch |
| 601" to 900" ..... | \$14.40 / column inch |
| Over 900" .....    | \$13.40 / column inch |

**Commissionable Ad Agency Rate** . . . \$19.76 / column inch

## University Rate

University departments, SGA groups, University clubs, fraternities and sororities. . . . . \$13.40 / column inch

## Mechanics

Columns are 11 picas (1<sup>13</sup>/<sub>16</sub> inches) wide, with 9 points (1/8 inch) between columns. (12 points = 1 pica)

| Column | Inches                          | Picas/Points |
|--------|---------------------------------|--------------|
| 1      | 1 <sup>13</sup> / <sub>16</sub> | 11p          |
| 2      | 3 <sup>13</sup> / <sub>16</sub> | 22p9         |
| 3      | 5 <sup>3</sup> / <sub>4</sub>   | 34p6         |
| 4      | 7 <sup>11</sup> / <sub>16</sub> | 46p3         |
| 5      | 9 <sup>11</sup> / <sub>16</sub> | 58p          |
| 6      | 11 <sup>5</sup> / <sub>8</sub>  | 69p9         |

- ◆ Pages are 11<sup>5</sup>/<sub>8</sub> inches wide. Page depth is 21<sup>1</sup>/<sub>2</sub> inches. There are 6 columns on a page.
- ◆ **The Diamondback** is printed on 30 lb. newsprint by Goss offset press.
- ◆ Reproducible art or photos necessary, using an 85 line screen. Art and photos are available by special arrangement.

## Size Requirements

All ads 16<sup>1</sup>/<sub>2</sub> inches or deeper will be charged for the full column depth (21<sup>1</sup>/<sub>2</sub> inches). Minimum ad size is 2 column inches.

Ads will be sold in 1/4 inch height increments only (1", 1<sup>1</sup>/<sub>4</sub>", 1<sup>1</sup>/<sub>2</sub>", 1<sup>3</sup>/<sub>4</sub>", 2", etc.). Width is measured in columns.