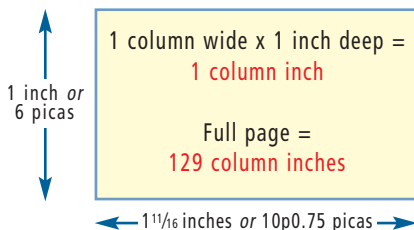


# Rates, Mechanics & Sizes

## 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 10 picas ( $1\frac{11}{16}$  inches) wide, with 9 points ( $\frac{1}{8}$  inch) between columns. (12 points = 1 pica)

Column	Inches	Picas/Points
1	$1\frac{11}{16}$	10p0.75
2	$3\frac{1}{2}$	20p10.5
3	$5\frac{1}{4}$	31p8.25
4	$7\frac{1}{8}$	42p6
5	$8\frac{7}{8}$	53p3.75
6	$10\frac{11}{16}$	64p1.5

- ◆ Pages are  $10\frac{11}{16}$  inches wide. Page depth is  $21\frac{1}{2}$  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  $16\frac{1}{2}$  inches or deeper will be charged for the full column depth ( $21\frac{1}{2}$  inches). Minimum ad size is 2 column inches.

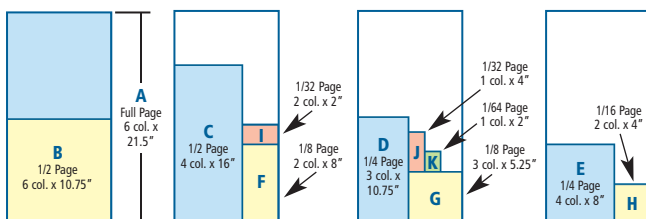
Ads will be sold in  $\frac{1}{4}$  inch height increments only (1",  $1\frac{1}{4}$ ",  $1\frac{1}{2}$ ",  $1\frac{3}{4}$ ", 2", etc.). Width is measured in columns.

# Ad Sizes, Color & Deadlines

## Common Ad Sizes

All prices based on local rates.

A	Full Page (6 col. x 21.5")	.....\$2138.20	A
B	1/2 Page (6 col. x 10.75")	.....\$1083.60	B
C	1/2 Page (4 col. x 16")	.....\$1075.20	C
D	1/4 Page (3 col. x 10.75")	.....\$541.80	D
E	1/4 Page (4 col. x 8")	.....\$537.60	E
F	1/8 Page (2 col. x 8")	.....\$268.80	F
G	1/8 Page (3 col. x 5.25")	.....\$264.60	G
H	1/16 Page (2 col. x 4")	.....\$134.40	H
I	1/32 Page (2 col. x 2")	.....\$67.20	I
J	1/32 Page (1 col. x 4")	.....\$67.20	J
K	1/64 Page (1 col. x 2")	.....\$33.60	K



## Color

◆ Spot Color is \$120

◆ Full Color is \$480



## Full Color Blowout

Full Color for **ONLY \$195!** Available on a first-come, first-served basis Monday–Friday on page 2 and the inside back page. Available on the back page Tuesday, Wednesday, and Thursday. Ads must not exceed 10.5" in height.

## Placement

A 15% charge will be made for placement on or within a page, when space permits.

## Deadlines

The deadline for placing display and classified advertising is two (2) business days in advance, by 2PM.

Monday, <b>The Diamondback</b> .....	Thursday, 2PM
Tuesday, <b>The Diamondback</b> .....	Friday, 2PM
Wednesday, <b>The Diamondback</b> .....	Monday, 2PM
Thursday, <b>The Diamondback</b> .....	Tuesday, 2PM
Friday, <b>The Diamondback</b> .....	Wednesday, 2PM

Please allow two (2) additional business days for advertising that requires a proof.