



LOCAL & STUDENT RATES **AD**

Ad Rates & Sizes

Base rates are for Black & White display ads

Full Page 9.75"x 12.75"	\$640
Half Page H: 9.75"x 6.33" or V: 4.823"x12.75"	\$375
Quarter Page H: 9.75"x3.165" or V: 4.825"x6.33"	\$210
Eighth Page H: 4.825"x3.165" or V: 2.413"x6.33"	\$120
Sixteenth Page 2.413"x3.165"	\$80



Full Color	
Full page ad	add \$360
Half page ad	add \$180
Quarter or Eighth page ad	add \$90

Formats accepted for advertisements

We prefer PDF and TIFF files at 300dpi. Native files (.psd, .ai or .eps) should be flattened with fonts outlined.

Discounts

Multiple Runs

Open Run = 0%, 2-3 Runs = 5%, 4-5 Runs = 10%, 6+ Runs = **50%**

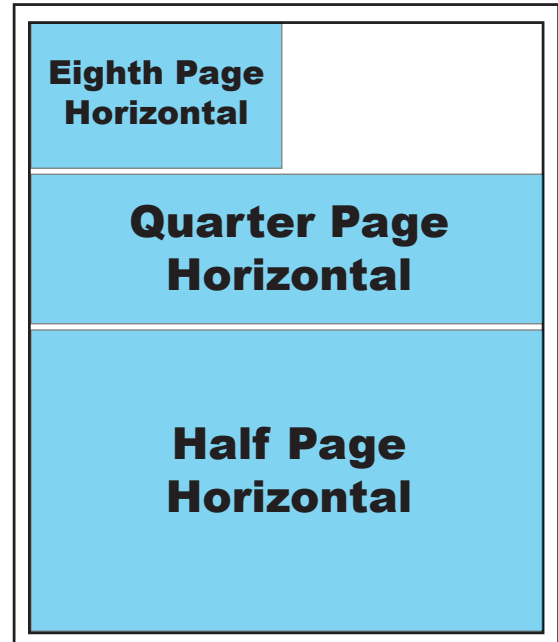
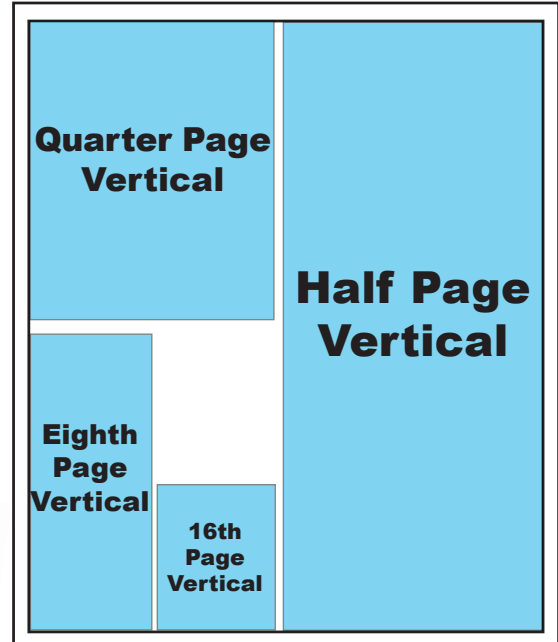
Prepay Discount 5% off

For multiple runs (2 ads/semester), advertisers are encouraged to pay up front, and as an added incentive, there is a prepay discount.

Student and Campus*

CSULB Students as well as Campus Organizations will receive a **30%** discount on regular ad pricing.

*Cannot be combined with multiple run or pre-pay discount.



Contact Info

Office Hours 9a-5p M-F, 12p-12a Sat

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Fax 562.985.5684

Email lbunion.info@gmail.com

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2009-2010 Run Date Calendar

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August/September

Fall 2009 Semester

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January/February

Spring 2010 Semester

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	25					
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Special Issues

Double issues are out for two weeks. The last issue of each semester is out for over one month on all stands.

Fall 2009 Semester

Week 1 - August 31

Back to School issue

Week 12 - November 16

Thanksgiving Holiday double issue

Week 14 - December 7

Winter Holiday special issue

Spring 2010 Semester

Week 1 - January 25

First issue of the Spring Semester

Week 9 - March 22

Spring Break double issue

Week 15 - May 10

Summer / Graduation issue

Contact Information

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