



LOCAL & STUDENT RATES **AD**

Ad Rates & Sizes

Base rates are for Black & White display ads

Full Page \$640

9.75"x 12.75"

Half Page \$375

H: 9.75"x 6.375" or V: 4.875"x12.75"

Quarter Page \$210

H: 9.75"x3.188" or V: 4.875"x6.375"

Eighth Page \$120

H: 4.875"x3.188" or V: 2.438"x6.375"

Sixteenth Page \$80

2.438"x3.188"



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%**

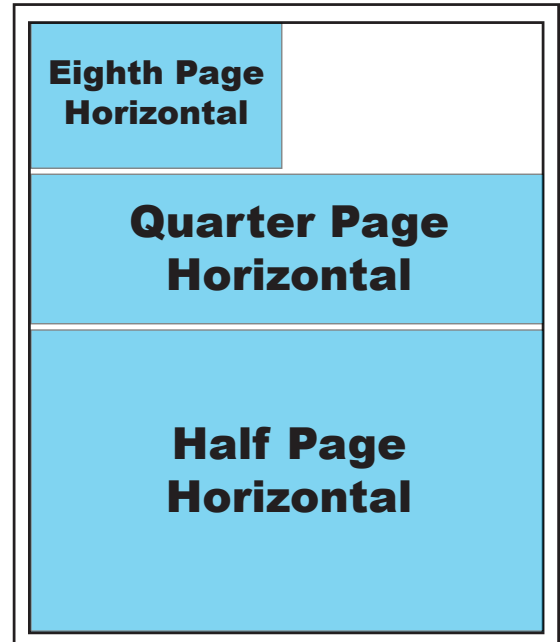
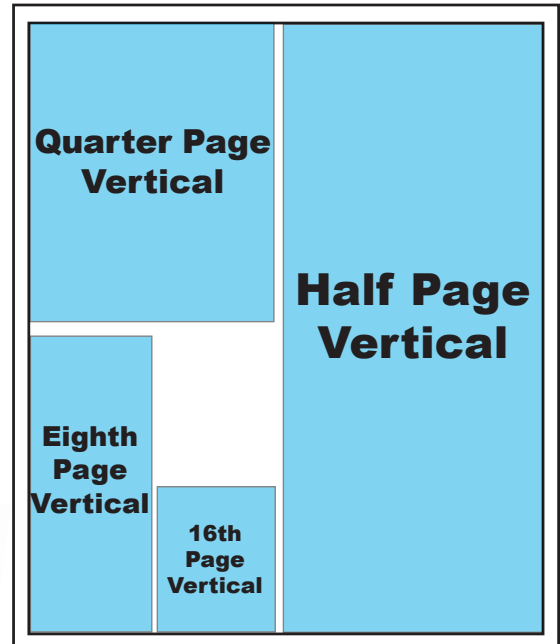
Prepay Discount 5% off

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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2008-2009 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					

September

October

November

Fall 2008 Semester

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				

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	

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

January/February

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			

Spring 2009 Semester

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	26					
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

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

May

Special Issues

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		

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						

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

Fall 2008 Semester

Week 1 - September 3

Back to School issue

Week 12 - November 17

Thanksgiving Holiday double issue

Week 14 - December 8

Winter Holiday special issue

Spring 2009 Semester

Week 1 - January 26

First issue of the Spring Semester

Week 9 - March 23

Spring Break double issue

Week 15 - May 11

Summer / Graduation issue

CONTACT INFORMATION

OFFICE 562.985.4867 • FAX 562.985.5684

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