

# Display Advertising

The Lantern is the Student Voice of The Ohio State University. It is an independent laboratory newspaper published daily. Our publishing model reflects current industry practices with a printed edition Monday through Thursday and an online edition every Friday.

The Lantern provides coverage of The Ohio State University, a community of more than 50,000 students and 20,000 faculty and staff. The paper generally prints and distributes 15,000 daily papers but has bonus circulation for special issues. Check with your advertising representative for complete details. The Lantern does not print during the summer quarter or semester breaks (see publication schedule).

## OPEN ROP & OSU DEPARTMENT RATES

Open Rate	\$15.50 per column inch
OSU/Nonprofit Rate	\$11.85 per column inch

## WEEKLY CONTRACT RATES

Minimum Inches Per Week	30 Weeks	10 Weeks
4	\$12.20	\$12.55
8	\$11.30	\$12.20
15	\$10.75	\$11.30
30	\$10.20	\$10.75
46	\$9.45	\$10.20
63	\$9.10	\$9.45
126	\$8.35	\$9.10

## ANNUAL BULK CONTRACT RATES

6 Pages / 756 Column Inches	\$12.35
12 Pages / 1512 Column Inches	\$10.95
18 Pages / 2268 Column Inches	\$10.60
24 Pages / 3024 Column Inches	\$9.55
42 Pages / 5292 Column Inches	\$8.45
50 Pages / 6300 Column Inches	\$8.20

## QUARTERLY CONTRACT RATES

3 Pages / 378 Column Inches	\$12.75
6 Pages / 756 Column Inches	\$10.20

## COLOR RATES

Full color	\$330
Spot color*	\$110

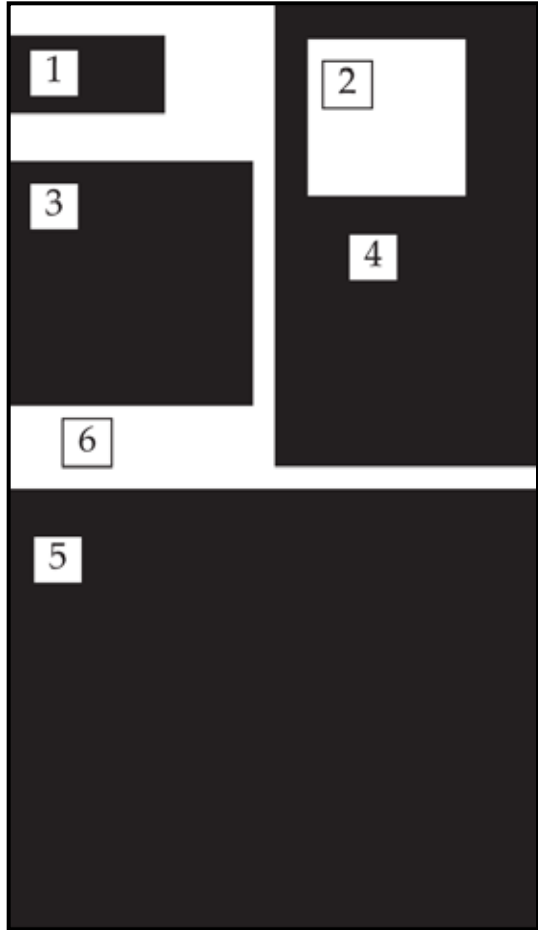
\*Buy one, get one free.

**the lantern**

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<b>SAMPLE AD SIZES AND RATES</b>				
Ad Size	Ad Cost @Open Rate [\$15.50 pci]	Ad Cost on 10 wk Contract	Ad Cost on 30 wk Contract	Ad Cost @OSU / Nonprofit [\$11.85 pci]
1) Business Card 4 Column inches (2 col. by 2")	\$62.00	\$50.20 [\$12.55 pci]	\$48.80 [\$12.20 pci]	\$47.40
2) 1/16 Page 8 Column inches (2 col. by 4")	\$124.00	\$97.60 [\$12.20 pci]	\$90.40 [\$11.30 pci]	\$94.80
3) 1/8 Page 15 Column inches (3 col. by 5")	\$232.50	\$169.50 [\$11.30 pci]	\$161.25 [\$10.75 pci]	\$177.75
4) 1/4 Page 31.5 Column inches (3 col. by 10.5")	\$488.25	\$338.63 [\$10.75 pci]	\$321.30 [\$10.20 pci]	\$373.28
5) 1/2 Page 63 Column inches (6 col. by 10.5")	\$976.50	\$595.35 [\$9.45 pci]	\$573.30 [\$9.10 pci]	\$746.55
6) Full Page 126 Column inches (6 col. by 21")	\$1,953.00	\$1,146.60 [\$9.10 pci]	\$1,052.10 [\$8.35 pci]	\$1,493.10



### Lantern Column Widths

Width	Width in inches
1 Column	1.6667
2 Columns	3.5833
3 Columns	5.5
4 Columns	7.4167
5 Columns	9.3333
6 Columns	11.25

### Frequency Discount

If an advertiser runs an advertisement that is at least thirty (30) column inches in size four (4) times within a two week period, the fourth ad will be free. Applies only to ads placed at the Open Rate (non-contract rate), same size or smaller.