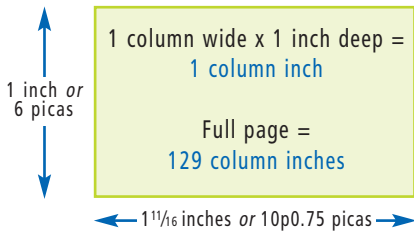


# RATES, SIZES, COLOR & PLACEMENT

## Rates & Sizes

### Display Advertising Rates





### Local Rates

Up to 100"	.....\$17.00 / column inch
101" to 300"	.....\$15.40 / column inch
301" to 600"	.....\$15.00 / column inch
601" to 900"	.....\$14.40 / column inch
Over 900"	.....\$13.60 / column inch
<b>Commissionable Ad Agency Rate</b>	.....\$20.00 / column inch
<b>University Rate</b>	.....\$13.60 / column inch

*University departments, SGA groups, University clubs, fraternities and sororities.*

### Mechanics

Columns are 10 picas (1<sup>11</sup>/<sub>16</sub> inches) wide, with 9 points (1/8 inch) between columns (12 points = 1 pica). Pages are 10<sup>11</sup>/<sub>16</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 and photos necessary, using an 85 line screen. Art and photos are available by special arrangement.

	1 Column . . . . .1 <sup>11</sup> / <sub>16</sub> inches	3 Columns . . . . .5 <sup>1</sup> / <sub>4</sub> inches	5 Columns . . . . .8 <sup>7</sup> / <sub>8</sub> inches
	2 Columns . . . . .3 <sup>1</sup> / <sub>2</sub> inches	4 Columns . . . . .7 <sup>1</sup> / <sub>8</sub> inches	6 Columns . . . . .10 <sup>11</sup> / <sub>16</sub> inches

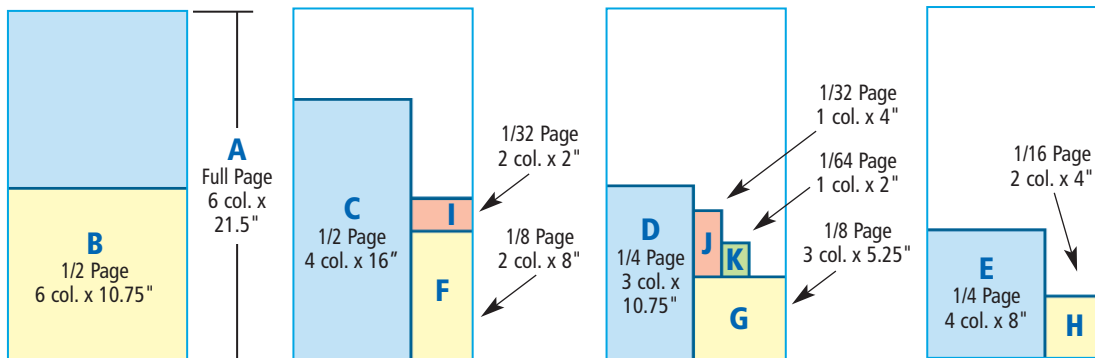
### Size Requirements

- ♦ Ads 16<sup>1</sup>/<sub>2</sub>" or deeper will be charged for the full column depth (21<sup>1</sup>/<sub>2</sub>"). *Min. ad size is 2 column inches.*
- ♦ Ads 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 measured in columns.*

### Common Ad Sizes

All prices based on local rates.

A Full Page (6 col. x 21.5") . . . . . \$2146.60	E 1/4 Page (4 col. x 8") . . . . . \$544.00	I 1/32 Page (2 col. x 2") . . . . . \$68.00
B 1/2 Page (6 col. x 10.75") . . . . . \$1096.50	F 1/8 Page (2 col. x 8") . . . . . \$272.00	J 1/32 Page (1 col. x 4") . . . . . \$68.00
C 1/2 Page (4 col. x 16") . . . . . \$1088.00	G 1/8 Page (3 col. x 5.25") . . . . . \$267.75	K 1/64 Page (1 col. x 2") . . . . . \$34.00
D 1/4 Page (3 col. x 10.75") . . . . . \$548.25	H 1/16 Page (2 col. x 4") . . . . . \$136.00	



## 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<sup>1</sup>/<sub>2</sub> inches in height.

## Placement

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