

FEATURES, SERVICE DIRECTORY & REMNANTS

Front Page Advertising

Available on a first-come, first-served basis. All ads are a strip across the bottom of the front page. The size is 6 columns by 1½ inches. **Your ad will be in full color.** The daily cost is \$450. Also available: 6 columns by 2 inches at a daily cost of \$600.



Crossword, Horoscope, SuDoKu & Pathem

Possibly the most visible place in *The Diamondback* for your advertising message, our features page provides advertisers with the chance to sponsor the crossword puzzle, the daily horoscope, or the SuDoKu puzzle. The Pathem puzzle appears on our Classified page. These four features are reader favorites and translate into an extremely high recall rate for your ad.

Your ad will be prominently placed in the appropriate sponsored spot with the words: "Today's Crossword/Horoscope/SuDoKu/Pathem sponsored by:" above it.



Rules

- ◇ Ads are reserved for complete or partial semesters. The daily charge is \$79.
- ◇ The approximate size of your ad is 2 columns by 2 inches.
- ◇ This sponsorship ad is sold on a first-come, first-served basis.

Service Directory

Over 78% of *Diamondback* readers expressed interest in reading more about available services in the area. From plumbers to painters, lawyers to learning centers, *The Diamondback* Service Directory is the best place to reach university students. Measurements of the Service Directory ads are 2 columns x 1 inch.

Service Directory Rates

1 Semester (73 days) \$11/day
20-49 Consecutive Days \$16/day
1-19 Consecutive Days \$33.60/day

Rules

- ◇ Copy changes permitted every 20 days.
- ◇ Your ad must run for 50+ days to earn the Semester rate.
- ◇ Cancellations will be charged according to the earned level.



Remnant Ad Program

Remnant ads are an inexpensive and excellent way to get exposure to the University of Maryland market at a 40% savings! This program offers our advertisers an opportunity to get a message to our readers at a discounted price.

Here's how the programs works: **our regular open rate is \$17.00 per column inch, with a remnant contract the per column inch rate drops to \$10.20.** We cannot guarantee when or how frequently your ad will run. We can, however, limit the size to your ad (no larger than 10 column inches and no smaller than 2 column inches), at your request as well as the total number of times your ad will publish.

An added benefit to the program is that we count all remnant ads toward your regular advertising column inch rate, so you may qualify for a lower rate earlier.