



TRUMAN STATE UNIVERSITY

INDEX

Advertising Rate Card

2010-2011

WEEKLY ADVERTISING RATES

Full Page

10.625" x 21"

Black and White:
Campus: \$260.00
Local: \$375.00
National: \$725.00

One Color:
Campus: \$420.00
Local: \$535.00
National: \$915.00

Full Color:
Campus: \$575.00
Local: \$700.00
National: \$1,100.00

Half Page

10.625" x 10"

Black and White:
Campus: \$145.00
Local: \$210.00
National: \$375.00

One Color:
Campus: \$240.00
Local: \$305.00
National: \$485.00

Full Color:
Campus: \$330.00
Local: \$400.00
National: \$590.00

Quarter Page

5.2" x 10"

Black and White:
Campus: \$85.00
Local: \$120.00
National: \$200.00

One Color:
Campus: \$135.00
Local: \$170.00
National: \$255.00

Full Color:
Campus: \$190.00
Local: \$225.00
National: \$315.00

Eighth Page

5.2" x 5"

Black and White:
Campus: \$45.00
Local: \$65.00
National: \$105.00

One Color:
Campus: \$75.00
Local: \$95.00
National: \$135.00

Full Color:
Campus: \$105.00
Local: \$125.00
National: \$165.00

Inserts

Campus: \$450.00
Local: \$525.00
National: \$700.00

Online Ads

Banner (top of page)
(468x60 pixels)
\$75.00

Square (side of page)
(300x250 pixels)
\$50.00

Banner (bottom of page)
(468x60 pixels)
\$50.00