

# RATES

# STUDENT LIFE READ ALL OVER

## COMMON AD SIZES AND PRICING

Prices shown are based on open rates and are per issue.

Full Page 6 col. x 21" 126 col. in. 10" x 21" \$1512.00	Half Page 6 col. x 10.5" 63 col. in. 10" x 10.5" \$756.00	Quarter Page 3 col. x 10.5" 31.5 col. in. 4.9167" x 10.5" \$378.00	Eighth Page 3 col. x 5.25" 15.75 col. in. 4.9167" x 5.25" \$189.00	Sixteenth Page 2 col. x 4" 8 col. in. 3.222" x 4" \$96.00	Business Card 2 col. x 2.5" 5 col. in. 3.222" x 2.5" \$60.00

## LOCAL ANNUAL CONTRACTS

Rates shown are per column inch and are based on a 12-month commitment for local advertisers only. National advertisers may contact our office for contract information.

250 column inches.....	\$11.40
500 column inches.....	\$10.80
750 column inches.....	\$10.20
1000 column inches.....	\$9.60

## COLOR RATES

Color charges are in addition to normal space charges.

Process Color.....	\$300
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## FRONT PAGE STRIP AD

6 columns wide x 2" tall, includes process color

Rate.....	\$450/issue
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## FRONT PAGE STICKERS

Extended 2 week deadline.

Ask an account executive for reduced introductory rate details!

Rate.....	\$899/issue
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## BUSINESS ADVANTAGE

Get the frequency you need while taking half-off of our local advertising rates! Simply run a business card-sized ad or larger in **20 consecutive issues** and you'll enjoy a **50%** discount. Renew your commitment and you'll receive one ad double the size for free!

Ask your account executive for details!

## CROSSWORD/SUDOKU SPONSORSHIP

For many students, the crossword puzzle is one of the most widely-used features that appear in the entire newspaper and Sudoku is becoming very popular.

Your business can sponsor one of these features, giving your ad prime placement and extremely high readership at a very affordable cost. Space is sold on a first-come, first-served basis, so reserve your dates now!

Ad Size: 4.9167" wide x 1" high

Rate.....	\$49.00/issue
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## PREPRINTED INSERT RATES

Rates shown are per thousand inserts. 6 or more full-runs during an academic year earns a 15% discount.

1-4 pages.....	\$65.00
5-8 pages.....	\$85.00
9-10 pages.....	\$95.00
11+ pages.....	\$110.00

Minimum insert order is 4,000. Maximum 6,000. One complete copy of the insert must be sent to the Sales Manager for review prior to acceptance. Student Life will not be responsible for loss or cost of inserts shipped without prior approval. All inserts must be shipped to arrive no later than 2 business days prior to insertion. After approval, inserts should be shipped in cartons or on skids to:

Louisiana Press Journal Printing  
Attn: Student Life Inserts  
Run Date: xx/xx/xx  
3406 W. Georgia Street  
Louisiana, MO 63353

## WWW.STUDLIFE.COM

With nearly 300,000 page views per month, advertising on studlife.com is an excellent compliment to a print campaign.

### Display

Rates shown are for local customers.

Peel Back Ad (Exclusive spot).....	\$400/week
or.....	\$1200/month
Banner Ad (468 x 60 pixels).....	\$400/month
Box Ad (300 x 250 pixels)	
Top of the page.....	\$300/month
Bottom of the page.....	\$200/month
Button Ad (125 x 125 pixels).....	\$100/month

### Text Links

\$150/month
\$750/6 months
\$1200/year

## STUDLIFE MARKETPLACE (online classifieds)

Rate.....\$15 per month (30 days)

Student Life is excited to offer online classified ads and listings to Washington University. From student housing to roommates to textbooks to jobs, there is something for everyone. Our online classifieds marketplace offers the most localized categories and provides the best opportunity to reach WU students, faculty and staff.

Go to [www.studlife.com/marketplace](http://www.studlife.com/marketplace) to post or search listings.

## GUARANTEED PLACEMENT

Looking to guarantee your ad appears on a certain page or in a certain section? Position guarantees are available for a premium of 25% of the space cost for ads measuring 20 column inches or more. Please note that guaranteed color position may not be available due to press configurations.

## DEADLINES

Signed insertion orders and artwork are due by the following deadlines. Orders canceled after deadline will be billed at full cost.

### Monday Issue

2 p.m. Wednesday prior to publication

### Wednesday Issue

2 p.m. Friday prior to publication

### Friday Issue

2 p.m. Tuesday prior to publication