

THE NEWS RECORD

THE INDEPENDENT STUDENT NEWSPAPER AT THE UNIVERSITY OF CINCINNATI

RATE CARD 2009-2010 ACADEMIC YEAR

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BROADSHEET

TABLOID

NO ISSUE

SEPTEMBER 2009

	1	2	3	4	5
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30		

OCTOBER 2009

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NOVEMBER 2009

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DECEMBER 2009

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JANUARY 2010

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FEBRUARY 2010

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MARCH 2010

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APRIL 2010

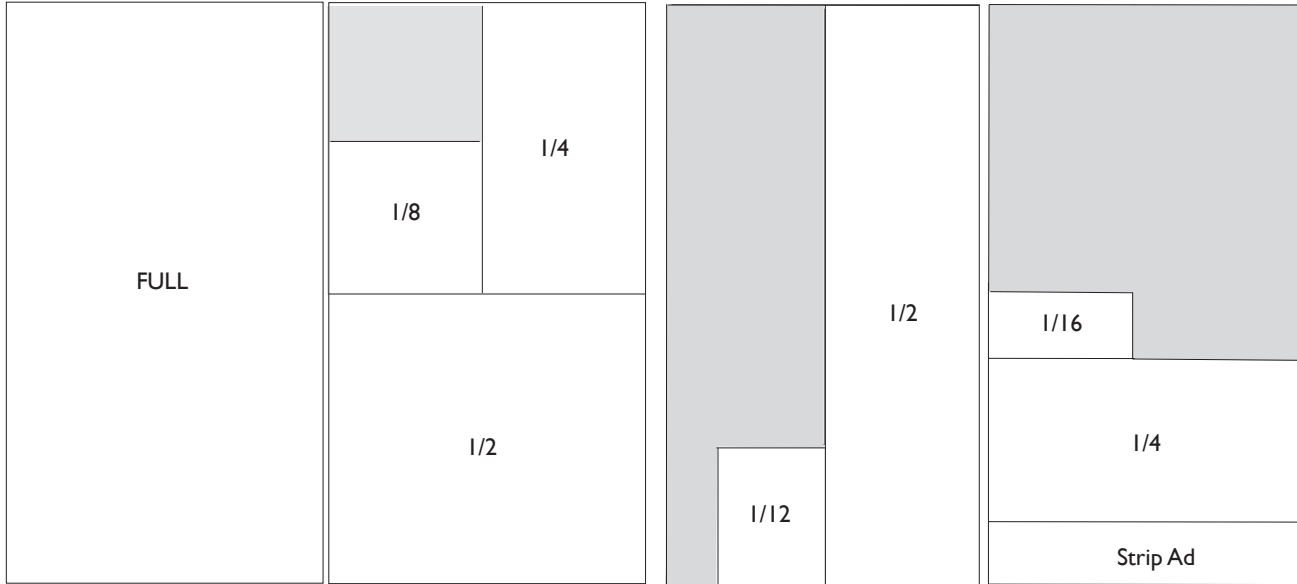
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MAY 2010

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JUNE 2010

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PRICES BELOW ARE FOR B&W

SPOT COLOR: ADD \$100 PROCESS COLOR: ADD \$300

NATIONAL LOCAL UC

	NATIONAL	LOCAL	UC
FULL PAGE 10 x 21.5 IN. 6 COLUMNS	\$1419.00	\$903.00	\$774.00
HALF PAGE 10 x 10.75 IN. 6 COLUMNS	\$709.50	\$451.50	\$387.00
QUARTER PAGE 4.9167 x 10.75 IN. 3 COLUMNS	\$354.75	\$225.75	\$193.50
EIGHTH PAGE 4.9167 x 5.375 IN. 3 COLUMNS	\$177.38	\$112.88	\$96.75
TWELVETH PAGE 3.222 x 5.375 IN. 2 COLUMNS	\$118.25	\$75.25	\$64.50
SIXTEENTH PAGE 4.197 x 2.6875 IN. 3 COLUMNS	\$88.69	\$56.43	\$48.38

BROADSHEET

TABLOID

TABLOIDS ARE SPECIAL ISSUES - SEE CALENDAR FOR SPECIFIC RUN DATES

	NATIONAL	LOCAL	UC
FULL PAGE	\$451.00	\$287.00	\$246.00
HALF PAGE	\$225.50	\$143.50	\$123.00
QUARTER PAGE	\$112.75	\$71.75	\$61.50

*TABLOID SIZES NOT PICTURED

CUSTOM MADE SIZES ARE AVAILABLE AT THE STANDARD COLUMN-INCH RATE

COLUMN-INCH RATES

FOR ADDITIONAL SIZES
NATIONAL AGENCIES... \$11
LOCAL COMPANIES..... \$7
UC AGENCY..... \$6
NON-PROFIT..... \$5

SPECIAL ADVERTISING OPPORTUNITIES

WEB \$260 PER MONTH

BANNER: 468 x 60 PIXELS
BOX: 300 x 250 PIXELS
SKYSCRAPER: 160 x 600 PIXELS

STRIP ADS..... \$150
FRONT PAGE: \$300
SPORTS PAGE: \$250
10 x 1 IN.
6 COLUMNS x 1 IN.
(FRONT AND SPORTS PAGES INCLUDE FULL COLOR)

INSERTS.....\$550+
10 x 10.75 INCHES OR SMALLER

FRONTPAGE STICKER
.....\$750
2.875 x 2.875 INCHES

NEWSSTAND POSTER
.....\$150 PER MONTH

ADDITIONAL INFO

DEADLINES:

TWO BUSINESS DAYS BEFORE 4 P.M. FOR SPECIFIED RUN DATE

ACCEPTABLE FILE TYPES:

.PDF PREFERRED FOR PRINT
.TIF, JPEG, .GIF FOR WEB

CREATIVE SERVICES ARE

AVAILABLE FOR CUSTOM AD DESIGNS AT A ONE TIME FEE OF \$25

CLASSIFIED ADS

AVAILABLE AT 60 CENTS PER WORD OR LESS.

CALL OR EMAIL
513-556-5900

NEWSRECORDADV@GMAIL.COM

DISCOUNT RATES AVAILABLE FOR LOCAL AND NON PROFIT ORGANIZATIONS. CALL FOR DETAILS.

EMAIL

NEWSRECORDBIZ@GMAIL.COM FOR QUOTES OR INFORMATION