

UNIVERSITY JOURNAL

SOUTHERN UTAH UNIVERSITY

435-704-4733 ♦ 351 W. UNIVERSITY BLVD., CEDAR CITY, UTAH 84720 ♦ 435-586-5487 FAX

1/2 PRICE SALE!
PLUS FREE FULL COLOR!

2011-12 AD RATES

Effective July 1, 2011

CIRCULATION IS 2,000 OF A 4-COLOR 11"x20" BROADSHEET

OPEN RATES (Non Contract) Per Column Inch (1.736" Wide x 1" Tall) \$4.00

Open Rates apply to one-time, short-term or infrequent advertising.

CONTRACT RATES (Per Column inch) \$3.00

Contract rate requires multiple insertions during semester.

Rates are subject to contract length (frequency).

ALL ADS AT CONTRACT RATES!

NOW ONLY \$1.50/COL. INCH!

Discounted rates for large ads are included below. All prices are per publication. Positions not guaranteed.

COMPARE THE SAVINGS OF CONTRACTS:

SIZE OF AD (Width x Height)	Total Col. Inches	ADS AT CONTRACT RATE		ADS AT OPEN RATE
		COST PER INSERTION	COST PER INSERTION	COST PER INSERTION
Full Page - 6 Columns (10.972" x 19.625")	117.75"	\$141.30	\$282.60 (-20%)	\$376.80 (-20%)
Half Page horizontal - 6 Columns (10.972" x 9.75")	58.5"	\$74.59	\$149.18 (-15%)	\$198.90 (-15%)
Half Page vertical - 3 Columns (5.41" x 19.625")	58.875"	\$75.07	\$150.13 (-15%)	\$200.18 (-15%)
Quarter Page - 3 Columns (5.41" x 9.75")	29.25"	\$39.49	\$78.98 (-10%)	\$105.30 (-10%)
Eighth Page - 3 Columns (5.41" x 4.8")	14.4"	\$20.52	\$41.04 (-5%)	\$51.72 (-5%)
3 Columns (5.41" x 8")	24"	\$36.00	\$72.00	\$96.00
3 Columns (5.41" x 7")	21"	\$31.50	\$63.00	\$84.00
3 Columns (5.41" x 6")	18"	\$27.00	\$54.00	\$72.00
3 Columns (5.41" x 5")	15"	\$22.50	\$45.00	\$60.00
3 Columns (5.41" x 4")	12"	\$18.00	\$36.00	\$48.00
2 Columns (3.583" x 10")	20"	\$30.00	\$60.00	\$80.00
2 Columns (3.583" x 9")	18"	\$27.00	\$54.00	\$72.00
2 Columns (3.583" x 8")	16"	\$24.00	\$48.00	\$64.00
2 Columns (3.583" x 7")	14"	\$21.00	\$42.00	\$56.00
2 Columns (3.583" x 6")	12"	\$18.00	\$36.00	\$48.00
2 Columns (3.583" x 5")	10"	\$15.00	\$30.00	\$40.00
2 Columns (3.583" x 4")	8"	\$12.00	\$24.00	\$32.00
2 Columns (3.583" x 3")	6"	\$9.00	\$18.00	\$24.00
2 Columns (3.583" x 2")	4"	\$6.00	\$12.00	\$16.00

Four-Color, Three-Color or Two-Color cost: ~~\$50.00~~ **FREE FULL COLOR**

Insert Rate: ~~\$250~~ for Full Run (2,000). Minimum size 8.5" x 11". **INSERTS ONLY \$125!**

THE *UNIVERSITY JOURNAL* is a Six-Column Broadsheet. Published Mondays and Thursdays (may vary).

Page image area is 10.972" Wide by 19.625" Tall. Column Widths Are As Follows:

1 COLUMN 1.736 INCHES	4 COLUMNS 7.28 INCHES
2 COLUMNS 3.583 INCHES	5 COLUMNS 9.13 INCHES
3 COLUMNS 5.41 INCHES	6 COLUMNS 10.972 INCHES

AGENCIES: All advertising rates are net 30 to the newspaper.

INSERTION DEADLINES: Tuesday noon for Thursday's paper and Friday noon for Monday's paper (may vary).