

2004 Summer ADVERTISING RATES

Open Rate: \$8.25

Display Advertising

Monthly Discount Rates

2 to 25 $\frac{1}{2}$ inches per month	\$8.25
26 to 50 $\frac{1}{2}$ inches per month	7.70
51 to 75 $\frac{1}{2}$ inches per month	7.50
76 to 100 $\frac{1}{2}$ inches per month	7.20
101 to 150 $\frac{1}{2}$ inches per month	7.00
151 to 200 $\frac{1}{2}$ inches per month	6.90
201 or more inches per month	6.80

Contract Rates

500 inch contract	\$6.95
1,000 inch contract	6.80
1,500 inch contract	6.70
2,000 inch contract	6.60
3,000 inch contract	6.50
4,000 inch contract	6.20

Coupon Corner

\$42.00

Display Classified Open Rate: \$9.50

Monthly Discount Rate: \$8.25

Color Advertising

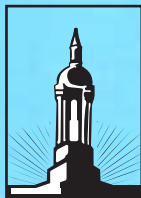
Color Rates

1 Spot Color:	\$98
2 Spot Colors:	\$141
3 Spot Colors:	\$184

Same Ad Discount

1 Spot Color:	\$78
2 Spot Colors:	\$98
3 Spot Colors:	\$147

**Prices effective Wednesday, June 30
through Monday, Aug. 9, 2004**



**THE DAILY
COLLEGIAN**

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