

# The Daily Collegian

## Classified Word Ads

The Daily Collegian and The Weekly Collegian Classified Word Ad Rates									
Number of words	1 issue	2 issues	3 issues	4 issues	5 issues	Each add'l issue	75 issues	150 issues	180 issues
15	5.75	8.35	10.95	13.55	16.15	2.60	198.15	393.15	471.15
20	6.85	10.20	13.55	16.90	20.25	3.35	254.75	506.00	606.50
25	7.95	12.05	16.15	20.25	24.35	4.10	311.35	618.85	741.85
30	9.05	13.90	18.75	23.60	28.45	4.85	367.95	731.70	877.20
35	10.15	15.75	21.35	26.95	32.55	5.60	424.55	844.55	1,012.55
40	11.25	17.60	23.95	30.30	36.65	6.35	481.15	957.40	1,147.90
45	12.35	19.45	26.55	33.65	40.75	7.10	537.75	1,070.25	1,283.25
50	13.45	21.30	29.15	37.00	44.85	7.85	594.35	1,183.10	1,418.60
55	14.55	23.15	31.75	40.35	48.95	8.60	650.95	1,295.95	1,553.95
Each additional 5 words add	1.10	1.85	2.60	3.35	4.10	0.75	56.60	112.85	135.35

Classified word ad rates can be determined using the table above.

### General Information

Collegian Inc. reserves the right to reject, reclassify or revise Classified Word Ads which do not conform to Collegian policies.

Classified Word Ads and changes cannot be accepted over the telephone, unless the advertiser has a Classified Advertising Account.

Collegian Inc. will be responsible for only one day's incorrect insertion.

### Deadlines

The closing time for The Daily Collegian is 1 p.m. one business day before publication. The closing time for The Weekly Collegian is 1 p.m. Thursday before publication. Publication dates for The Weekly Collegian are always on a Wednesday.

### Ads of a Personal Nature

All ads of a personal nature must be placed at the Collegian office. Advertisers must present proper identification when placing ads of a personal nature.

No ads of a personal nature will be accepted through the mail. No telephone numbers, addresses or last names can be used in ads of a personal nature.

No business or business-oriented ads will be placed in the "Personals" section.

### Counting Words for Classifieds

Punctuation marks do not count as words. A number counts as one word. A telephone number counts as one word. An abbreviation counts as one word. Only the most common abbreviations may be used.

### Payment

Classified Word Ads must be pre-paid, unless the advertiser has established credit.

University Interdepartmental Transfers (IDTs) are not accepted. University Purchase Orders and Limited Orders are accepted.

Payment must accompany all Classified Word Ads mailed to Collegian Inc. Send pre-payment for Classified Word Ads to:

Collegian Inc., Department C  
James Building, 123 S. Burrowes St.  
University Park, PA 16801-3882

### Classifications

Adoption	Help Wanted	Sublet
Attention	Hotel/Motel	Tickets
Automotive	Lost	Travel
Books for Sale	Parking Spaces	Typing
Computers	Personals	Volunteers
For Rent 1 Bedrm	Rides	Wanted
For Rent 2 Bedrm	Roommates	Want to Rent
For Rent 3 Bedrm	Services	Work Study
For Rent	Sublet 1 Bedrm	Work Wanted
For Sale	Sublet 2 Bedrm	
Found	Sublet 3 Bedrm	