



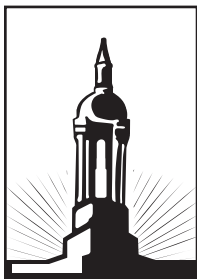
What's in it for you?

We've got a plan for you. If you're a new advertiser, or if you have not advertised in The Daily Collegian in two years or more, you can get a big discount with our unique 20/20 Plan.

It's simple. For the first twenty publishing days, beginning with your first ad, we'll discount your column-inch rate by 20 percent.

Frequency in advertising is the key to success in business. Ironically, some owners of new businesses actually cut back on advertising just when they should be seriously investing in promoting their new venture.

This is why we came up with our 20/20 Plan. It's for people like you who want to capture Penn State's 41,000 students and sell them on your business. You want to squeeze every advertising dollar for maximum effectiveness. The 20/20 Plan allows you to plan your first month of advertising efficiently and confidently. The Daily Collegian wants to be part of your success story. **Call us today for more information!**



**THE DAILY
COLLEGIAN**

**Call Collegian Advertising
814-865-2531**

www.collegian.psu.edu

(Look under About Us/Advertising Information for rates and media kit.)