

# Collegian Inc. Information

---

## Local Rate Book No. 22

Effective Aug. 16, 2004

All advertising rates listed in this publication are net local advertising rates unless indicated otherwise.

No commissions for agencies or national representatives may be deducted from the local rates.

Local rates apply if the advertiser is situated in Centre County.

Local rates also apply to paid-in-advance advertising placed at the business counter.

Local rates may also apply for retailers in Pennsylvania.

Collegian Inc. reserves the right to determine applicable rates. Inquiries should be directed to the business manager.

All advertising is subject to the policies listed on Page 15 through Page 18.

The basic unit of display advertising is the column inch, which is one column wide and one inch deep. (All ad sizes are listed on Page 12 under "Technical Specifications").

No price adjustments will be made for errors in published advertising when copy is submitted after the closing times listed in this publication. The closing times for display and display classified ads are the 4 p.m. deadlines.

The closing time, the space reservation and the cancellation deadline are the same in all cases.

A Cancellation Charge applies to any advertising can-

celed after the closing time listed in this publication. The Cancellation Charge is the full rate that would have been charged if the advertising had been published.

## National Advertising

The following rates apply for national advertising — all rates are net (no agency discounts, no representative commissions). Payment with order is required unless the advertiser, agency or national representative has established credit with Collegian Inc.

Open Rate: \$11.55 per column inch for The Daily Collegian Display Ads, Display Classified Ads and Collegian Magazine. Monthly discounts and annual contracts do not apply.

Open Rate: \$4.65 per column inch for The Weekly Collegian.

Combination Rate: \$3.30 per column inch. Place one ad in The Daily Collegian at \$11.55 per column inch and get the same ad in The Weekly Collegian at \$3.30 per column inch.

For classified word ads, color and preprints: Rates, policies and procedures are the same for local and national advertisers. For more information review the Classified Word Ads section, Preprints section, or Color section. Same Ad Color Discount and Preprint Bulk Discounts apply.

---

## Penn State

---

### University Park

University Park is the main campus of Penn State. The town is called State College, Pa. The region, designated as the State College Metropolitan Statistical Area (MSA), is situated at the geographic center of Pennsylvania. The Daily Collegian serves the University Park Campus.

### Commonwealth Education System

Penn State includes 19 Commonwealth Campuses. Penn State is the single greatest provider of higher education in Pennsylvania. The Weekly Collegian serves Penn State's Commonwealth Campuses and centers.

### Special-mission Campuses

- ❖ The Dickinson School of Law.
- ❖ Penn State Erie, The Behrend College, is a four-year and graduate college.
- ❖ Penn State Capital College, with campuses at Harrisburg and Schuylkill Haven, offers associate, baccalaureate, master's, and doctoral degrees along with the first two years of study toward most of the University's four-year majors.
- ❖ The Pennsylvania College of Technology is in Williamsport.
- ❖ Penn State Great Valley, near Philadelphia, offers master's degree studies in several fields.
- ❖ The College of Medicine is in Hershey at The Milton S. Hershey Medical Center.

# The Daily Collegian

## Publishing Schedule

No issues are published on Labor Day, Fall Study Day, Wednesday through Friday the week of Thanksgiving, and Spring Break.

The complete publishing schedule for The Daily Collegian appears in the Publishing Calendar on Pages 19-28.

## Display Ads

### Open Rate

The Display Advertising open rate is \$11.25 per column inch. Combination rates for Display Advertising published in The Daily Collegian and The Weekly Collegian are available. These are listed on Page 8 with rates for The Weekly Collegian.

### Monthly Discount Rates

The following discount rates are available to advertisers who place the required amount of Display Advertising in any given calendar month. The rates are per column inch.

2 to 25½ inches in a month . . . . .	\$11.25
26 to 50½ inches in a month . . . . .	10.50
51 to 75½ inches in a month . . . . .	10.25
76 to 100½ inches in a month . . . . .	9.85
101 to 150½ inches in a month . . . . .	9.55
151 to 200½ inches in a month . . . . .	9.40
201 or more inches in a month . . . . .	9.25

These rates are applicable for a single advertisement. These rates are also applicable for any number of advertisements placed during one calendar month regardless of the size or the content of any of the advertisements.

For customers who have established credit, the appropriate rate is calculated automatically on the monthly bill.

For customers who pre-pay, the rate is calculated per advertising order, at the time the order is placed and paid for.

### Annual Contract Rates

Annual advertising contracts are available for The Daily Collegian and Collegian Magazine at the following rates. The rates are per column inch.

500 inches annually . . . . .	\$9.45
1,000 inches annually . . . . .	9.30
1,500 inches annually . . . . .	9.15
2,000 inches annually . . . . .	9.00
3,000 inches annually . . . . .	8.75
4,000 inches annually . . . . .	8.50
Premium position (additional) . . . . .	1.75

General policies for annual contracts are covered on Page 16. For additional information on contracts contact the business manager.

### Earned Rate Discounts

Contract advertisers who exceed the level of their contract could qualify for a lower contract rate level as their advertising inches accumulate to the next level. Rates are as follows.

1,000 or more inches annually . . . . .	9.30
1,500 or more inches annually . . . . .	9.15
2,000 or more inches annually . . . . .	9.00
3,000 or more inches annually . . . . .	8.75
4,000 or more inches annually . . . . .	8.50
6,000 or more inches annually . . . . .	8.25

### Coupon Corner

The Daily Collegian publishes a special section on Tuesdays called Coupon Corner. This section highlights advertisements designed for coupon offers. The normal Tuesday advertising deadline applies. All ads are 2 columns wide by 2 inches deep. A premium rate of \$58.00 is charged per advertisement.

### Crossword Sponsorship

The Daily Collegian's crossword is available for sponsorship. A limit of 15 consecutive publishing days per sponsor has been placed on this space. The normal advertising deadlines apply. All ads are 2 columns wide by 1 inch deep and run directly above the crossword. A premium rate of \$31.00 is charged per advertisement. Please call our office for additional information.

### Guaranteed Placement

Guaranteed Placement is available for a 25 percent premium over the advertiser's cost. Please speak to your Account Representative for more information.

## Display Classified Ads

Display Classified Advertising is placed in the Classified Section of The Daily Collegian. (DC ads are not available for The Weekly Collegian and Collegian Magazine.)

Open Rate: . . . . .	\$12.95 per column inch
Monthly Rate: . . . . .	\$11.25 per column inch

# The Daily Collegian

The DC Monthly Rate is available to an advertiser who places a minimum of two DC inches in every issue of The Daily Collegian during any calendar month, regardless of the number of publication days in the month.

For customers who have established credit, the appropriate rate is calculated automatically on the monthly bill.

For other customers, the rate is calculated at the time the advertising order is placed and paid for.

## Deadlines

### Closing Times

The normal closing time for ads smaller than full page is 4 p.m. two business days before publication.

The closing time for full-page ads for The Daily Collegian is 4 p.m. three business days before publication.

Closing times for some issues are three or more business days before publication, due to holidays or vacations.

Issues affected by early closing times include the first issue of Fall Semester, the two issues following Labor Day, Fall Study Day, Thanksgiving vacation, Spring Break and Independence Day.

Extra time is required for complex color work. Generally, one week is required for the preparation of complex color work.

## Classified Word Ads

The closing time for The Daily Collegian is 1 p.m. one business day before publication.

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

Payment must accompany all Classified Word Ads mailed to Collegian Inc. No ads of a personal nature are accepted through the mail.

Please see the Classified Ads section for more information.

## Subscriptions

The Daily Collegian is distributed Monday through Friday on The Pennsylvania State University's main campus at University Park. Subscriptions are available at the following rates — paid in advance.

Subscriptions are mailed by Third-Class mail on the day of publication.

	ON CAMPUS	OFF CAMPUS
Full year . . . . .	\$70.00	\$102.00
Fall Semester . . . . .	.33.00	.50.00
Spring Semester . . . . .	.33.00	.50.00
Summer Session . . . . .	.11.00	.16.00

## Back Issues

We frequently receive requests for a back issue of one of our publications. If a copy is available, we will honor the request. The charge for this service is \$6.00 payable in advance. However, file copies are not generally saved for more than 36 months.

Requests and pre-payments for back issues may be mailed to:

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

## Ad Sizing Information

