

Preprinted Advertising

Net Open Rate (9,000 or more): \$101 per 1,000 inserts.
 Preprinted Advertising is accepted for The Daily Collegian only. Preprints are not accepted for The Weekly Collegian and Collegian Magazine.

Minimum number of inserts: 1,000.

The normal full-run number of inserts during the Fall Semester and Spring Semester is 19,000 (9,000 summer).

The full run for a particular issue may be greater than the normal full run.

Maximum preprint size: 11 inches by 12 inches.

For best results, preprints should be close to the maximum size.

Generally, only one preprint is accepted per issue on a first-request basis. A request is recognized when a signed, dated insertion is received.

No inserts are scheduled for Friday issues of The Daily Collegian. No inserts are accepted for the day following the general election — Tuesday, Nov. 2, 2004. (The reason for this is we will schedule late press deadlines in order to cover late election results.)

No inserts are accepted for the first or last issues of either Fall Semester or Spring Semester.

No preprints are distributed through the U.S. mail.

The deadline for scheduling a preprint for The Daily Collegian is normally 4 p.m. four business days before publication.

Preprints canceled or postponed after the final deadline are subject to a Cancellation Charge of \$7 per 1,000 copies.

There is a 15% premium charge for preprints carrying third-party advertising. Decisions on accepting such preprints are made on a case-by-case basis.

Bulk discounts

A bulk discount is available for advertisers who insert more than 38,000 pieces between Aug. 16, 2004 and Aug. 15, 2005. These rates are as follows:

Number of preprints	Rate per 1,000 inserts
9,000 to 38,000	\$100
38,001 to 76,000	89
76,001 to 114,000	80
114,001 to 152,000	70
152,001 to 190,000	61
190,001 to 228,000	52
228,001 to 266,000	41

Partial Run Rates

Partial run rates are available for advertisers who wish to insert fewer than 9,000 preprints. These rates are as follows:

Number of preprints	Rate per 1,000 inserts
1,000 to 1,999	\$162
2,000 to 2,999	157
3,000 to 3,999	153
4,000 to 4,999	132
5,000 to 5,999	129
6,000 to 6,999	121
7,000 to 7,999	115
8,000 to 8,999	108

Preprints must be scheduled to arrive at the press room no later than four business days before publication.

The shipping address for preprinted advertising is:

The Sentinel
ATTN: Collegian
375 Sixth Street
Lewistown, PA 17044

One review copy must be received by Collegian Inc. four business days before insertion. Mail the review copy to:

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

