

# Venues

Established June 29, 2001, Venues is Collegian's special publication for weekend events, activities and entertainment in the Centre County area.

Venues includes feature articles on all aspects of weekend activities. Venues also includes grid-designed schedules of movies and entertainment.

## Publishing Schedule

Venues is published on Thursdays and inserted into The Daily Collegian. Venues is a magazine or tabloid format.

## Display Ads

Venues advertising uses the same rate as The Daily Collegian.

## Ad Format

Venues is a tabloid format, so advertising is limited to 5 columns in width and 11.5 inches in depth. Column widths are the same as The Daily Collegian. A full-page ad in Venues is 5 columns x 11.5 inches.

## Deadlines

## Closing Times

The closing time for Venues is 4 p.m. Monday, three days before publication, during Fall Semester and Spring Semester.

The closing time for Venues is 4 p.m. Tuesday during Summer Session.

## Subscriptions

Venues alone is not available by subscription, but is included with a subscription to The Daily Collegian.

## Premium Positions and Guaranteed Placement

At this time, no advertising placement is guaranteed for Venues. We will make every effort to honor placement requests throughout the magazine.



### The scene

Thursday & Friday

<b>Allen Street Grill</b> 100 W. College Ave., 231-4162	Thursday: 6:00-10:00 p.m. Friday: 10:00-12:00 a.m.	<b>Bar Bleu</b> 217 S. College St., 237-0314	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 a.m.	<b>The Brewery Inc.</b> 233 E. Beaver Ave., 237-2882	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.	<b>Cafe 210 West</b> 210 W. College Ave., 237-3449	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.	<b>Cowbar</b> 420 E. College Ave., 237-0428	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.	<b>The Darkhorse Tavern</b> 128 E. College Ave., 237-0400	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.	<b>The Ginghambread Man</b> 129 W. College St., 237-0881	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.	<b>The Last Cowboy</b> 1021 Market St., 237-9833	Thursday: 10:00-12:00 p.m. Friday: 10:00-12:00 p.m.
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Saturday & Sunday

<b>Bar Bleu</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.	<b>The Brewery Inc.</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.	<b>Cowbar</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.	<b>The Darkhorse Tavern</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.	<b>The Ginghambread Man</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.	<b>The Last Cowboy</b>	Saturday: 10:00-12:00 p.m. Sunday: 10:00-12:00 p.m.
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Monday-Wednesday

<b>Bar Bleu</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.	<b>The Brewery Inc.</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.	<b>Cowbar</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.	<b>The Darkhorse Tavern</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.	<b>The Ginghambread Man</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.	<b>The Last Cowboy</b>	Monday: 10:00-12:00 p.m. Tuesday: 10:00-12:00 p.m. Wednesday: 10:00-12:00 p.m.
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### Movies

Friday through Thursday  
New to Area

<b>Cinema 5</b> 106 Haven Street 237-9977	<b>Cinema 6</b> 125 Haven St. 237-9977	<b>Premiere</b> 125 Haven St. 861-5006	<b>Late Night Penn State</b>
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13 Going on 30 (PG-13)  
Ella Enchanted (PG)  
Kill Bill: Vol. 2 (R)  
Laws of Attraction (PG-13)  
Man on Fire (R)  
Men Girls (PG-13)  
The Prince and Me (PG)  
The Whelms Ten Yards (PG-13)  
Mean Girls (PG-13)  
The Punisher (R)  
Kill Bill: Vol. 2 (R)  
Ella Enchanted (PG)  
Laws of Attraction (PG-13)  
Man on Fire (R)  
Men Girls (PG-13)  
The Prince and Me (PG)  
The Whelms Ten Yards (PG-13)  
Mean Girls (PG-13)  
The Punisher (R)

## THEY'RE HERE NOW. Where were they NOW

### Go Go Dolls are anywhere but the gutter

By Colin DeWitt  
columnist

It's hard to believe that the band Go Go Dolls is still around. In 1980, the band was one of the most popular acts in the world. They were everywhere, from the top of the charts to the bottom of the gutter. But now, they are back. And they are better than ever.

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Collegian Rate Book

Aug. 16, 2004

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# The Weekly Collegian

## Publication Dates

The publication dates for The Weekly Collegian are always a Wednesday. The complete publication schedule for The Weekly Collegian :

Fall Semester 2004 - Wednesdays beginning Sept. 8 through Dec. 8, 2004. No issue is published Wednesday, Dec. 1 following the Thanksgiving Break.

Spring Semester 2005 - Wednesdays beginning Jan. 19 through April 27, 2004. No issue is published Wednesday, March 9, the week of Spring Break.

## Display Ads

### Open Rate

The Display Advertising open rate is \$4.65 per column inch.

### Combination Rate

The Daily/Weekly combination rate is \$3.30 per column inch.

Place one Display Ad in any issue of The Daily Collegian at your regular rate and get the same ad in The Weekly Collegian for only \$3.30 per column inch. Insertion dates for both publications must be within seven days.

## Deadlines

The closing time for The Weekly Collegian is 4 p.m. Wednesday before publication.

Display Ad sizes for The Weekly Collegian are identical

to The Daily Collegian ad sizes. (All ad sizes are listed in the Technical Specifications section.)

Display Classified (DC) Advertising is not accepted for The Weekly Collegian.

## Classified Word Ads

Classified Word Ads are accepted for The Weekly Collegian. The rates are the same for The Daily Collegian and The Weekly Collegian. Combination rates are available. (See the Classified Word Ads rate chart on page 6.)

Special policies apply to employment advertising. Please see the Policies section.

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.

## Subscriptions

The Weekly Collegian, containing the top news stories from Penn State each week, can be sent anywhere in the country. Our Second-Class mailing permit allows subscribers to receive first-class delivery service. Subscriptions must be paid in advance.

One year.....\$39.00

Two years.....60.00

Three years .....74.00

Subscribers outside of the United States must add \$26 per year for surface mail. Contact the General Services Division for air mail rates.



# The Digital Collegian

[www.collegian.psu.edu](http://www.collegian.psu.edu)

Established July 23, 1996, Collegian's website includes all local news, sports, opinions, arts and features from The Daily Collegian and Collegian Magazine. The Digital Collegian also includes a searchable archive of The Daily Collegian. In 2002 The Digital Collegian delivered more than 6 million page views and the number grows every year.

We have banner ads available on The Digital Collegian, which can link to your existing website. Our graphics specialists will work with you at no extra charge to create the banner ads. Ads rotate through the website.

## Publishing Schedule

The Digital Collegian publishes on the same schedule as The Daily Collegian.

## Ad Sizing Information

Ad name	Standard description	Size in pixels	Location
Top Banner	Full Banner	468x60	Top of page
Foot Banner	Full Banner	468x60	Bottom or foot of page
Side Banner	Half Banner	234x60	Left side of story pages near top
Button 1		120x90	Top and near top on section pages
Button 2		120x60	Top and near top

Except for the foot banner, all ads are "above the fold" or on the "first screen" of a page.

## Deadlines

### Closing Times

The closing time for The Digital Collegian is 4 p.m. Thursday.

## Electronic Transmissions

The Daily Collegian also provides an ftp site for use in sending electronic advertising. The site can be located at <ftp://www.collegian.psu.edu>. To access the site enter the above address in your internet browser. Once the ftp site appears there will be several folders listed. Ads should be placed in the folder called Digital Ads. Please call to confirm with an account executive that an advertisement was received and inserted for the correct date of publication.

## Web Ad Rates

Web advertising is based on CPM Rate – Cost Per 1,000 views. The Weekly Rate applies to a calendar week. Monthly, quarterly and annual periods start on the first day of a month.

Rates	CPM rate	Minimum charge	Minimum number of ad views	Ad views in 000s
<b>Weekly</b>				
Top Banner	\$25	\$25	1,000	1M
Foot Banner	\$14	\$14	1,000	1M
Side Banner	\$15	\$15	1,000	1M
<b>Monthly</b>				
Top Banner	\$3.00	\$99	33,000	33M
Foot Banner	\$2.00	\$66	33,000	33M
Side Banner	\$2.00	\$66	33,000	33M
Button 1	\$2.00	\$66	33,000	33M
Button 2	\$1.75	\$57.50	33,000	33M
<b>Quarterly</b>				
Top Banner	\$2.50	\$250	100,000	100M
Foot Banner	\$1.75	\$175	100,000	100M
Side Banner	\$1.75	\$175	100,000	100M
Button 1	\$1.75	\$175	100,000	100M
Button 2	\$1.50	\$150	100,000	100M
<b>Annually</b>				
Top Banner	\$1.50	\$600	400,000	400M
Foot Banner	\$1.00	\$400	400,000	400M
Side Banner	\$1.00	\$400	400,000	400M
Button 1	\$1.00	\$400	400,000	400M
Button 2	\$.75	\$300	400,000	400M

# Collegian Magazine

Established July 8, 1980, Collegian Magazine is Penn State's feature magazine for special events and special topics.

The magazine uses the Modular Display Sizes. (All ad sizes are listed in Technical Specifications.)

The business manager will assign premium positions based on requests from advertisers. Because of the limited number of premium positions available, it is not always possible to honor advertisers' requests. Rates for premium positions are listed below.

Spot color and full color are always available for the back cover. Spot color and full color are generally available on other pages. (Color rates for all Collegian publications are listed in the Color section on Page 13).

Centerfold ads may include the gutter between the two center pages. There is no extra charge for the gutter.

Position is not guaranteed for "ROP" (run of the press) ads.

## Display Ads

### Magazine Open Rates

Following are the open rates for Collegian Magazine. Column-inch rates are provided for comparison only.

Ad Sizes (columns x inches deep)	Total Inches	Inch Rate	Total Price
<b>Premium Positions</b>			
Centerfold (10 x 11½)	115	\$13.05	\$1,500.75
Back Cover (5 x 11½)	57½	14.05	807.88
Inside Front (5 x 11½)	57½	13.05	750.38
Inside Back (5 x 11½)	57½	13.05	750.38
Table of Contents (3 x 11½)	34½	14.05	484.73
Page 5 (3 x 11 ½)	34½	13.05	450.23
<b>ROP Positions</b>			
Full Page (5 x 11½)	57½	\$10.95	\$629.63
3 col. Vertical (3 x 11½)	34½	11.60	400.20
2 col. Vertical (2 x 11½)	23	11.60	266.80
Half Page-Horizontal (5 x 5½)	27½	11.60	319.00
3 col. Block (3 x 5½)	16½	13.10	216.15
2 col. Block (2 x 5½)	11	14.05	154.55

## Ad Sizing Information

### Modular Display Advertising

**Please Note:** Collegian Magazine uses modular sizes in a tabloid format. Column widths for Collegian Magazine are equivalent to the widths of Display columns in The Daily Collegian.

## Stadium Issue Discount Rates

Following are volume discount rates for advertisers who schedule all eight Stadium Issues of Collegian Magazine.

All football contracts must be signed by Wednesday, Aug. 11, 2004.

Collegian Magazine will publish seven Stadium Issues for home football games. These issues will be distributed separately from The Daily Collegian. Copies will be distributed free at Beaver Stadium. Extra copies will be distributed free at off-campus locations.

These rates reflect a discount of approximately 25 percent.

Ad Sizes (columns x inches deep)	Total Inches	Inch Rate	Total Price
<b>Premium Positions</b>			
Centerfold (10 x 11½)	115	\$9.79	\$1,125.85
Back Cover (5 x 11½)	57½	10.54	606.05
Inside Front (5 x 11½)	57½	9.79	562.93
Inside Back (5 x 11½)	57½	9.79	562.93
Table of Contents (3 x 11½)	34½	10.54	363.63
Page 5 (3 x 11½)	34½	9.79	337.76
<b>ROP Positions</b>			
Full Page (5 x 11½)	57½	\$8.21	\$472.08
3 col. Vertical (3 x 11½)	34½	8.70	300.15
2 col. Vertical (2 x 11½)	23	8.70	200.10
Half Page-Horizontal (5 x 5½)	27½	8.70	239.25
3 col. Block (3 x 5½)	16½	9.83	162.20
2 col. Block (2 x 5½)	11	10.54	115.94

## Deadlines

Normal closing time is 4 p.m. on the date listed.

## Subscriptions

Collegian Magazine is not available by subscription.