

103,000 Seats.

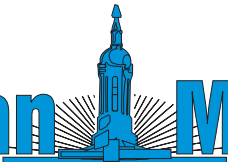
With six home games this season and
103,000 seats at Beaver Stadium
Collegian Magazine is your ticket to achieving
your advertising potential!

Why Collegian Magazine?

- ⚽ Six games. 103,000 seats. Do the math.
- ⚽ Football contract advertisers will receive a free banner ad on www.collegian.psu.edu for the month of September, October or November. Your choice. During football season, we get nearly 500,000 page views a month from parents, alumni and Penn State fans.
- ⚽ Interest in the team is high — football SELLS! This is the time of year to invest in your business.
- ⚽ Magazine distribution begins on the Friday before game day to hotels, restaurants and businesses. There is additional distribution at the stadium on game day.
- ⚽ A handy roster and depth chart is included in every issue.
- ⚽ Penn State fans and alumni trust Collegian. We have been a Penn State tradition since 1887.
- ⚽ Advertising during the busiest weekends of the year is a great investment. Make your business stand out in the crowd.

**Stadium Issue contract advertisers receive
25 percent off open magazine rates!**

Get the home field advantage with Collegian Magazine.

Collegian  Magazine

123 S. Burrowes St., University Park, PA 16801-3882
814-865-2531 — Advertising Department

www.collegian.psu.edu

Sign up for a Stadium Issue contract.

Advertise in all six issues
and receive 25 percent
off the magazine open rate!



Stadium Contract Discount Rates

Modular Display (columns x inches deep)	Total inches	Inch rate	Total price	
Premium				
Centerfold	10 x 11 1/2	115	\$9.79	\$1,125.85
Back Cover	5 x 11 1/2	57 1/2	10.54	606.05
Inside Front	5 x 11 1/2	57 1/2	9.79	562.93
Inside Back	5 x 11 1/2	57 1/2	9.79	562.93
Table of Contents	3 x 11 1/2	34 1/2	10.54	363.63
Page 5	3 x 11 1/2	34 1/2	9.79	337.76
ROP Positions				
Full Page	5 x 11 1/2	57 1/2	\$8.21	\$472.08
Half Page (horizontal)	5 x 5 1/2	27 1/2	8.70	239.25
3-column vertical	3 x 11 1/2	34 1/2	8.70	300.15
2-column vertical	2 x 11 1/2	23	8.70	200.10
3-column block	3 x 5 1/2	16 1/2	9.83	162.20
2-column block	2 x 5 1/2	11	10.54	115.94

Open Magazine Advertising Rates

Modular Display (columns x inches deep)	Total inches	Inch rate	Total price	
Premium				
Centerfold	10 x 11 1/2	115	\$13.05	\$1,500.75
Back Cover	5 x 11 1/2	57 1/2	14.05	807.88
Inside Front	5 x 11 1/2	57 1/2	13.05	750.38
Inside Back	5 x 11 1/2	57 1/2	13.05	750.38
Table of Contents	3 x 11 1/2	34 1/2	14.05	484.73
Page 5	3 x 11 1/2	34 1/2	13.05	450.23
ROP Positions				
Full Page	5 x 11 1/2	57 1/2	\$10.95	\$629.63
Half Page (horizontal)	5 x 5 1/2	27 1/2	11.60	319.00
3-column vertical	3 x 11 1/2	34 1/2	11.60	400.20
2-column vertical	2 x 11 1/2	23	11.60	266.80
3-column block	3 x 5 1/2	16 1/2	13.10	216.15
2-column block	2 x 5 1/2	11	14.05	154.55



Collegian Magazine Dates & Deadlines



<u>Issue</u>	<u>Ad Deadline</u>	<u>Publication Date</u>
Akron	Wednesday, Aug. 11	Saturday, Sept. 4
Central Florida	Tuesday, Sept. 7	Saturday, Sept. 18
Purdue — All University Day	Tuesday, Sept. 28	Saturday, Oct. 9
Iowa — Homecoming	Tuesday, Oct. 12	Saturday, Oct. 23
Northwestern	Tuesday, Oct. 26	Saturday, Nov. 6
Michigan State	Tuesday, Nov. 9	Saturday, Nov. 20

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