

# 2005 Summer ADVERTISING RATES

**Open Rate: \$8.45**

## Display Advertising

### Monthly Discount Rates

2 to 25 1/2 inches per month	\$8.45
26 to 50 1/2 inches per month	7.90
51 to 75 1/2 inches per month	7.70
76 to 100 1/2 inches per month	7.40
101 to 150 1/2 inches per month	7.15
151 to 200 1/2 inches per month	7.05
201 or more inches per month	6.95

### Contract Rates

500 inch contract	\$7.10
1,000 inch contract	7.00
1,500 inch contract	6.85
2,000 inch contract	6.75
3,000 inch contract	6.55
4,000 inch contract	6.40

**Coupon Corner**  
\$43

**Crossword Sponsorship**  
\$23

**Display Classified Open Rate: \$9.70**

Monthly Discount Rate: \$8.45

## Color Advertising

### Color Rates

1 Spot Color:	\$100
2 Spot Colors:	\$145
3 Spot Colors:	\$189

### Same Ad Discount

1 Spot Color:	\$80
2 Spot Colors:	\$100
3 Spot Colors:	\$151

**Prices effective Wednesday, June 29  
through Wednesday, Aug. 10, 2005**



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**We're taking a break, but we'll be back!**

Publication of The Daily Collegian resumes Wednesday, June 29, 2005. We publish during the second six-week summer session.

**Here are some dates to remember:**

**Wednesday, June 22** - Collegian business staff returns.

**Monday, June 27** - Ad deadline 4 p.m. for first issue of The Daily Collegian for summer session.

**Wednesday, June 29** - Classes begin. Publication of the first issue of The Daily Collegian for summer.

**Wednesday, July 6** - Ad deadline 4 p.m. for the Arts Festival Issue of Collegian Magazine.

**Wednesday, July 13** - Publication date for the Arts Festival Issue of Collegian Magazine.

**Wednesday, July 27** - Ad deadline for the Fall Sports Preview issue of The Weekly Collegian (tabloid format).

**Monday, Aug. 1** - Ad deadline 4 p.m. for the Fall 101 Issue of Collegian Magazine.

**Wednesday, Aug. 3** - Ad deadline 4 p.m. for the Fresh Start special section of The Daily Collegian (mailed to all incoming University Park freshmen). Publication date for the Fall Sports preview issue of The Weekly Collegian.

**Wednesday, Aug. 10** - Ad deadline 4 p.m. for the Stadium Issue of Collegian Magazine for the South Florida game (Publication: Saturday, Sept. 3)

**Wednesday, Aug. 10** - Publication of Fresh Start special section. Last issue of The Daily Collegian for summer. Last day of classes.

**Thursday, Aug. 25** - Ad deadline 4 p.m. for the first issue of The Daily Collegian for Fall Semester. Publication of Fall 101 Issue of Collegian Magazine. Arrival Day for new students.

**Tuesday, Aug. 30** - First issue of The Daily Collegian for Fall Semester. First day of classes.