

103,000 SEATS



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

Why Collegian Magazine?

- Seven 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 well over a million 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.
- Penn State fans and alumni trust Collegian. We have been a Penn State tradition since 1887.
 - A handy roster and depth chart is included in every issue.
- Advertising during the busiest weekends of the year is a great investment. Make your business stand out in the crowd.

GET HOME FIELD ADVANTAGE WITH US!
WE ARE PENN STATE

Stadium Issue contract advertisers receive
25% OFF OPEN MAGAZINE RATES!

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 seven 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	110	\$10.94	\$1,203.40
Back Cover	5 x 11	55	11.76	646.80
Inside Front	5 x 11	55	10.94	601.70
Inside Back	5 x 11	55	10.94	601.70
Table of Contents	3 x 11	33	11.76	388.08
Page 5	3 x 11	33	10.94	361.02
ROP Positions				
Full Page	5 x 11	55	\$9.17	\$504.35
Half Page (horizontal)	5 x 5.4	27	9.47	255.69
3-column vertical	3 x 11	33	9.72	320.76
2-column vertical	2 x 11	22	9.72	213.84
3-column block	3 x 5.4	16.2	10.70	173.34
2-column block	2 x 5.4	10.8	11.46	123.77

Magazine Advertising Rates

Modular Display (columns x inches deep)	Total inches	Inch rate	Total price	
Premium				
Centerfold	10 x 11	110	\$14.58	\$1,603.80
Back Cover	5 x 11	55	15.68	862.40
Inside Front	5 x 11	55	14.58	801.90
Inside Back	5 x 11	55	14.58	801.90
Table of Contents	3 x 11	33	15.68	517.44
Page 5	3 x 11	33	14.58	481.14
ROP Positions				
Full Page	5 x 11	55	\$12.23	\$672.75
Half Page (horizontal)	5 x 5.4	27	12.63	341.00
3-column vertical	3 x 11	33	12.96	427.80
2-column vertical	2 x 11	22	12.96	285.20
3-column block	3 x 5.4	16.2	14.26	231.00
2-column block	2 x 5.4	10.8	15.28	165.00

Dates & Deadlines

Issue

Akron
 Youngstown State
 Northwestern
 Michigan (night game)
 Illinois - Homecoming
 Temple
 Michigan State

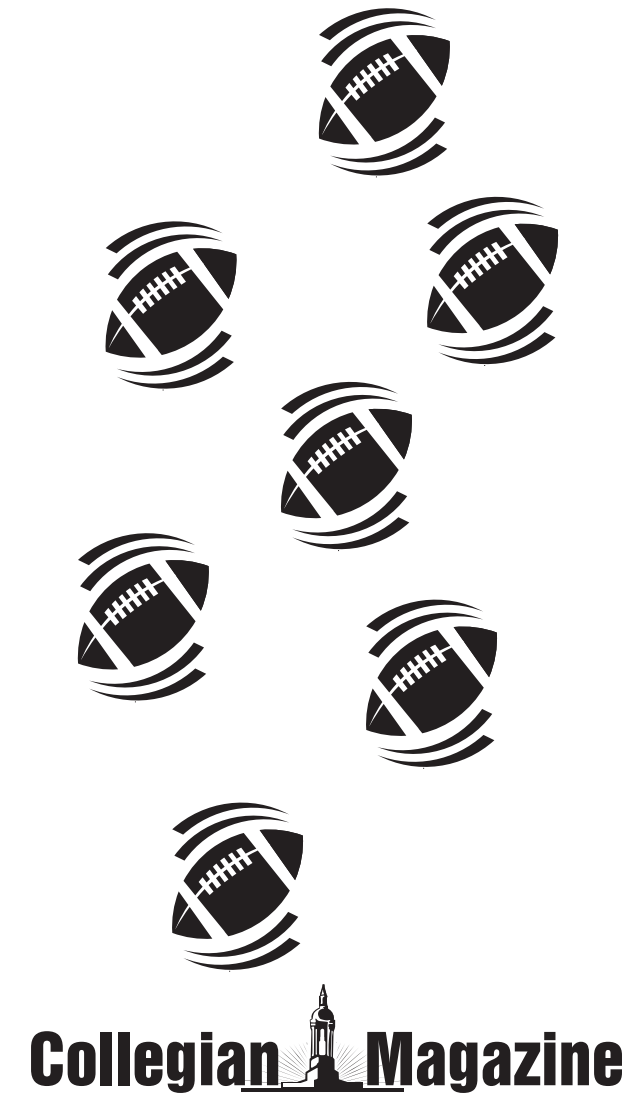
Ad Deadline

Wednesday, Aug. 9
 Tuesday, Sept. 5
 Tuesday, Sept. 19
 Tuesday, Oct. 3
 Tuesday, Oct. 10
 Tuesday, Oct. 31
 Tuesday, Nov. 7

Publication Date

Saturday, Sept. 2
 Saturday, Sept. 16
 Saturday, Sept. 30
 Saturday, Oct. 14
 Saturday, Oct. 21
 Saturday, Nov. 11
 Saturday, Nov. 18

All football contracts must be signed by Wednesday, Aug. 9, 2006



Call today for more information
 814-865-2531