

# 20/20

# SAVE 20%

# What's in it for YOU?

- For the first twenty publishing days, beginning with your first ad, we'll discount your column-inch rate by 20 percent.
- Frequency in advertising is the key to success in business.
- Capture Penn State's 41,000 students and sell them on your business.
- Squeeze every advertising dollar for maximum effectiveness.

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Discount only applies to black and white display ads in The Daily Collegian. Discount does not apply to guaranteed placement positions, including Crossword Sponsorship and Coupon Corner.