



**I**f it's important, it's in the Collegian. And if you're recruiting at Penn State, The Daily Collegian is the best way to reach the thousands of students who are looking for jobs and internships. The Collegian is the student newspaper at Penn State and has been a campus tradition for 118 years. Our paper is the first place students look for all kinds of information.

Recent independent research showed that 93 percent of Penn State students read The Daily Collegian "in the last seven days."

## Here's the scoop

**Circulation:** 20,000+ Monday through Friday when classes are in session.

**Format:** Broadsheet format (6 columns X 21 inches), 50" web.

Please see our Web site for technical specifications ([www.collegian.psu.edu](http://www.collegian.psu.edu). Look under About Us/Advertising Information)

**Phone number:** 814-865-2531

**Fax:** 814-865-3848

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

## How much?

**\$12.15 per column inch\***

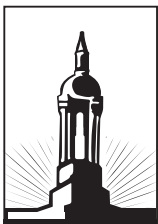
Prepayment is required (unless a credit account has been established).

Visa and MasterCard accepted for payment.

Display advertising deadline is two business days before publication.

For a small additional fee, your company may supplement your print ad with an ad on our web site. Our site gets about 400,000 user sessions per month! Call advertising manager for details.

***\*Coming to Penn State for a Career Fair? Call for special Career Fair rate!***



***Fall Semester publication begins  
Tuesday, Aug. 30, 2005.***

**THE DAILY COLLEGIAN**

**Penn State's student newspaper**

### **Mailing Address:**

The Daily Collegian  
Advertising Department  
123 S. Burrowes St.  
University Park, PA 16801-3882