

National Rates:

\$9.50/column inch Black & White

\$10.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$736	\$813
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$344	\$380
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$172	\$190
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	\$85	\$94

Local Rates:

\$7.50/column inch Black & White

\$8.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$581	\$658
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$271	\$308
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$135	\$154
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	\$67	\$76

Campus Rates:

\$4.50/column inch Black & White

\$5.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$348	\$426
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$163	\$199
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$81	\$99
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	FREE	\$49