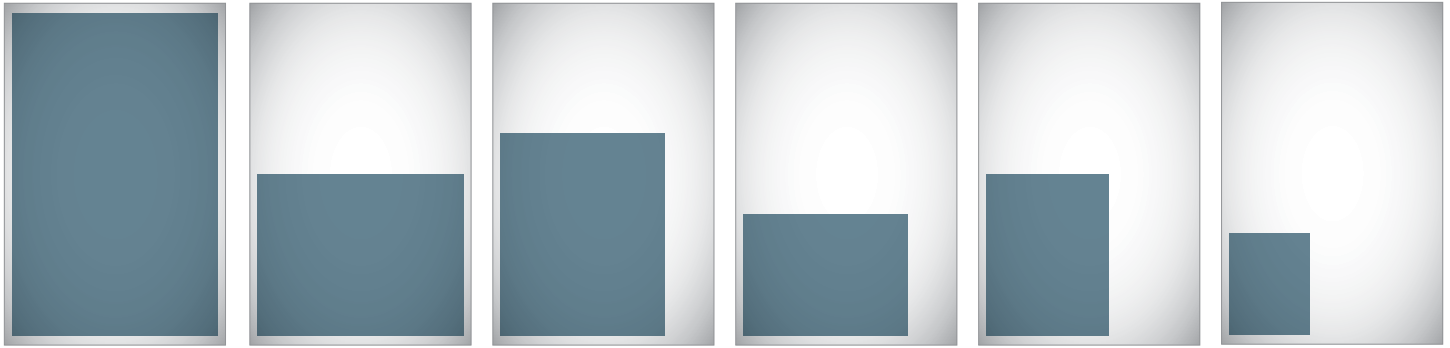


STANDARD AD SIZES

Open rate: \$7.17 per col. inch



FULL PAGE

5 col. x 16" = 80 col. in
(10.25" x 16")

\$573.60

1/2 PAGE WIDE

5 col. x 8" = 40 col. in
(10.25" x 8")

\$286.80

1/2 PAGE TALL

4 col. x 10" = 40 col. in
(8.1" x 10")

\$286.80

1/4 PAGE WIDE

4 col. x 6" = 24 col. in
(8.1" x 6")

\$172.08

1/4 PAGE TALL

3 col. x 8" = 24 col. in
(6.1" x 8")

\$172.08

1/8 PAGE

2 col. x 5" = 10 col. in
(4" x 5")

\$71.70

GO FULL COLOR

Boost the visibility of your ad and make readers remember your message with color.

Full color **\$300**
Spot color **\$100**
per ink



SPECIAL RATES

Non-profit/political advertisement
..... **\$6.25** per inch

PRE-PRINTED INSERTS

1-4 pages: **\$89 per thousand**
6-8 pages: **\$94 per thousand**
9+ pages: **\$100 per thousand**

Minimum: 5,000 (fall/spring)
2,000 (summer)

Maximum: 10,000 (fall/spring)
5,000 (summer)

Deliver desired quantity of sheets, up to 8.5" x 11" in size, 5 days prior to publication.

Call (713) 743-5340 for delivery information.

**NOW OFFERING
POST-IT
NOTES
\$125 per
thousand**

HOW TO START ADVERTISING TODAY

1. Call us at (713) 743-5340 and get working with one of our student sales reps.
2. Pick a budget and then pick an ad size and frequency that makes the most of your money.
3. Supply your artwork or ask us to develop a design for you.
4. Schedule ad, submit payment and see the results!

DEADLINES

Ad space, payment and artwork must be secured at least two business days prior to publication date.

RUN DATE	AD DEADLINE
Monday	3 p.m. Thursday
Tuesday	3 p.m. Friday
Wednesday	3 p.m. Monday
Thursday	3 p.m. Tuesday

LOOKING FOR COVERAGE?

Advertisers are not guaranteed coverage in the paper, but they are encouraged to send press releases to the Newsroom via email to news@thedailycougar.com, or call (713) 743-5360. Editors have final say over what is covered.