

# The Concordian

## ADVERTISING RATES 2015-16

### RATES:

Standard Rate           \$6.00/column inch  
Applies to small businesses, entrepreneurs, and nationally and internationally known businesses.

Design Rate           \$15.00  
A one-time fee applies to advertisements that are generated by *The Concordian* graphic design team. This excludes resizing and rearranging of placed ads.

Classified Rates:  
On-campus advertiser  
(limit of 35 words)       \$10.00

Off-campus advertiser  
(limit of 35 words)       \$20.00

Additional 20 words       \$8.00

Color Price    Additional \$3.00/column inch

### DISCOUNTS:

Non-Profit Organizations:  
10% off total cost of advertisement

On-Campus Organizations and Departments:  
20% off total cost of advertisement

Number of Advertisements:	Discount:
1 month (4 ads)	4%
One semester (12 ads)	8%
Full year/two semesters (23 ads)	20%

### INSERTS:

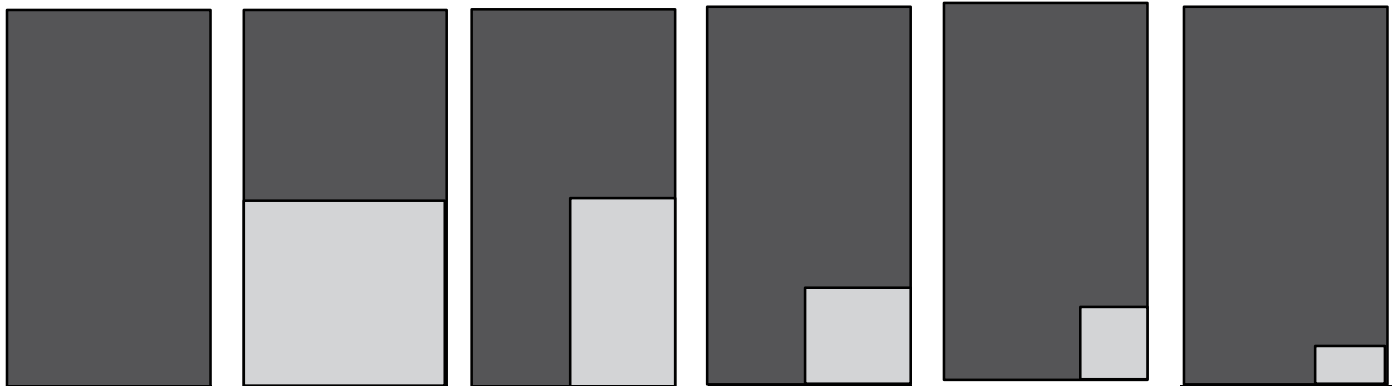
Forum Stuffing Fee: \$30 per 1,000 or \$105 per 3,500

Place your insert order and take care of billing with The Concordian advertising manager. Send inserts by Monday preceding Thursday's paper to:

The Forum  
**Attn: Concordian**  
101 5th St. N  
Fargo, ND 58102

### COST EXAMPLES FOR STANDARDRATE:

(grayscale)



Full Page: 6 columns x 20 inches = 120 col. inches <b>\$720.00</b>	Half Page: 6 columns x 10 inches = 60 col. inches <b>\$360.00</b>	Quarter Page: 3 columns x 10 inches = 30 col. inches <b>\$180.00</b>	Eighth Page: 3 columns x 5 inches = 15 col. inches <b>\$90.00</b>	PopularChoice: 2 columns x 4 inches = 8 col. inches <b>\$48.00</b>	SmallestOption: 2 columns x 2 inches = 4 col. inches <b>\$24.00</b>
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