

The Concordian

ADVERTISING RATES 2017-18

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) \$15.00

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:

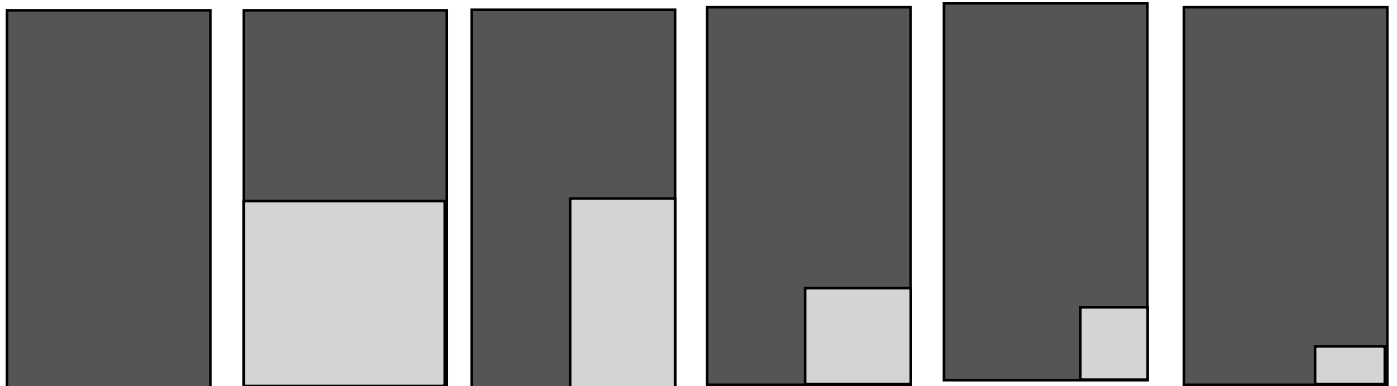
Forum Stuffing Fee: \$30 per 1,000 or \$105 per 3,500

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 \$720.00	Half Page 6 columns x 10 inches = 60 col. inches \$360.00	Quarter Page 3 columns x 10 inches = 30 col. inches \$180.00	Eighth Page 3 columns x 5 inches = 15 col. inches \$90.00	Popular Choice 2 columns x 4 inches = 8 col. inches \$48.00	Smallest Option 2 columns x 2 inches = 4 col. inches \$24.00
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