RATES:

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

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

Print 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:
Bundle (4 ads) 4%
Full Year/Two Semester (10 ads) 8%

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 STANDARD RATE:

(grayscale)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$720.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>$360.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$180.00</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>$90.00</td>
</tr>
<tr>
<td>Popular Choice</td>
<td>$48.00</td>
</tr>
<tr>
<td>Smallest Option</td>
<td>$24.00</td>
</tr>
</tbody>
</table>