

Northwestern News Advertising Rate Card

Northwestern Oklahoma State University
709 Oklahoma Blvd., Alva, OK 73717

The *Northwestern News* is published during the school year on each Thursday that classes are in session, except during final examination periods.

DISPLAY ADVERTISING RATES

National Advertising: Per column inch \$4.00
Open Local Advertising: Per column inch \$2.50
Inserts--min/max-1000 (2-6 pgs) \$150.00
(8-12 pgs) \$200.00

LOCAL ADVERTISERS' RATES

Column Inches	Rate Per Column Inch
Used Per Issue	Column Inch
1 to 10 inches	\$2.50
11 to 25 inches	\$2.40
26 to 35 inches	\$2.30
36 to 45 inches	\$2.20
46 to 55 inches	\$2.10
56 inches or more	\$2.00

COLOR CHARGE

One additional color of ink can be used in ads of no less than 40 column inches at an **extra charge** of \$80.00. Four-color process extra charge is \$150.00.

CLASSIFIED ADVERTISING

Per Word \$0.10
Minimum Charge \$1.50

(Payable in Advance)

DISCOUNTS

Regular rate for first publication; 15 percent discount from regular rate for subsequent insertions of the same ad, no changes. An additional 5 percent discount will be allowed if same advertisement, no changes, is published in each issue for **one full semester**. **Students and campus clubs** will receive a 15 percent discount.

The *Northwestern News* will not publish advertising of tobacco or alcoholic beverages. Any other advertising deemed contrary to the interests of the university and its students will be refused.

Advertising **SIZE DEADLINE** is FRIDAY. Copy **DEADLINE** is MONDAY NOON the week of publication.

The *Northwestern News* is an OFFSET newspaper of 5 columns a page. Column width is 11p4.1 picas or 1.889 inches wide. Gutters are 1p2.4 picas or .20 inches. Page depth is 16 inches.

Tentative publishing schedule for 2004-05 is Sept. 2, 9, 16, 23, 30; Oct. 7, 14, 28; Nov. 4, 11, 18; Dec. 2; Jan. 20, 27; Feb. 3, 10, 17, 24; March 3, 10, 24, 31; April 7, 14, 21, 28.

Subscriptions to the *News* are \$12.00 for the year.

Why Choose the Northwestern News?

Northwestern Oklahoma State University has an average enrollment of 2,000 students at campuses in Alva, Enid and Woodward. No other newspaper in the area can reach these students, as well as the faculty, staff and administration of the university, quite like the *Northwestern News*.

The *News* prints 1,800 copies of its product, which is distributed on all three campuses, mailed to subscribers, area high schools and interested individuals and also is delivered to various high profile locations around Alva.

Let our student advertising salespeople and designer create your ad using desktop publishing capabilities. We believe you'll love the results.

NOTE: We will gladly accept your payment at the time of sales contact.

LOCAL QUICK COST REFERENCE

AD SIZE	COST	AD SIZE	COST
1 x 2	\$5.00	4 x 7	64.40
1 x 3	7.50	3x10, 5x6	69.00
1 x 4, 2 x 2	10.00	4x8, 2x16	73.60
1 x 5	12.50	5 x 7	80.50
1 x 6, 2 x 3	15.00	4 x 10	88.00
1 x 7	17.50	5 x 8 (HALF)	88.00
1 x 8, 2 x 4	20.00	5 x 9	99.00
1 x 9, 3 x 3	22.50	3 x 16, 4 x 12	100.80
1 x 10, 2 x 5	25.00	5 x 10	105.00
1 x 11	26.40	5 x 16 (FULL)	160.00
2 x 6, 3 x 4	28.80		
2 x 7	33.60		
3 x 5	36.00		
1x16, 2x8, 4x4	38.40		
2x9, 3x6	43.20		
2 x 10, 4 x 5	48.00		
3 x 7 (QTR)	50.40		
2 x 11	52.80		
3x8, 4x6, 2x12	57.60		
5 x 5	60.00		
3 x 9	62.10		

LOCAL DISCOUNTS

15% of \$2.50 is \$2.13
15% of \$2.40 is \$2.04
15% of \$2.30 is \$1.96
15% of \$2.20 is \$1.87
15% of \$2.10 is \$1.79
15% of \$2.00 is \$1.70

NEWS FLASH

Advertising
in the
Northwestern News
is the
Best Deal
in
Town!!

Northwestern News
Northwestern Oklahoma State University
Jesse Dunn Annex, Room 232
Office: (580) 327-8479; FAX (580) 327-8660
e-mail: nwnews@nwsu.edu

Note to Advertisers: Ad salespeople and designers do not get paid unless you pay for your advertising. Please pay promptly.

Choose from a variety of sizes!!
Printed on this page are just a few of the many combinations of sizes the Northwestern News has to offer. Just let us know what kind of budget you have, and we'll be glad to help.

1 col. by 4 inch ad --
\$10.00

2 col. by 5 inch ad -- \$25.00

3 col. by 6 inch ad -- \$43.20

4 col. by 7 inch ad -- \$64.40

5 col. by 8 inch ad (Half page) -- \$88.00

1 col. by 2 inch ad --
\$5.00

2 col. by 3 inch ad -- \$15.00