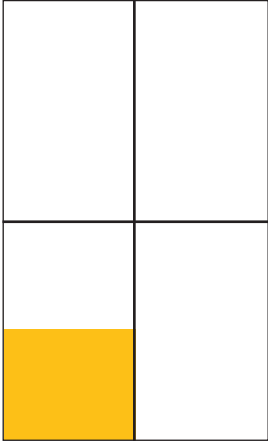
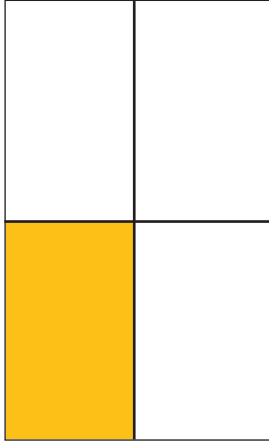
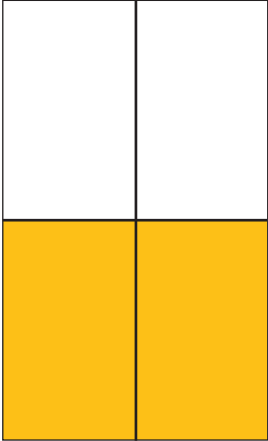
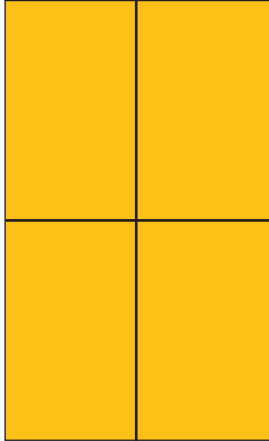


THE INDEPENDENT COLLEGIAN

2016-2017 NATIONAL ADVERTISING RATES

FULL-COLOR RATES

1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE
			
3 columns x 5 in. (5.291" x 5") 15 column inches \$212.55	3 columns x 10 in. (5.291" x 10") 30 column inches \$350.10	6 columns x 10 in. (10.75" x 10") 60 column inches \$700.20	6 columns x 21 in. (10.75" x 21") 126 column inches \$1,305.42

To submit ads, email artwork@independentcollegian.com

To buy ad space or ask about pricing, email sales@independentcollegian.com

Accepted file types:
JPEG, PDF, TIFF, EPS
(high-resolution)

OR

We can create something for you!
Our in-house ad designer can build
any size ad for just **\$30**

BLACK & WHITE

Column Inches	Price
3x5 (1/8 pg)	\$137.55
3x10 (1/4 pg)	\$275.10
6x10 (1/2 pg)	\$550.20
6x21 (Whole)	\$1,155.42

BULK RATES

Column Inches	Discount
150 - 299	6%
300 - 499	8%
500 - 749	10%
750 - 999	15%
1,000+	20%

Base ad rates are \$9.17 per column inch (1.652" X 1")

DEADLINE FOR SUBMISSIONS

Ad submissions should be in
FRIDAY by 5 P.M. BEFORE THE INTENDED RUN DATE

The Independent Collegian

2801 W. Bancroft St., Mail Stop 530 • Toledo, OH 43606 • Carlson Library Suite 1057

Phone: 419-530-7788 • Fax: 419-530-7770