



# [re]view

our local advertising rates



our long-term plan      marketing investment

## [VTTV]

| Scroll                    | week    | month    | semester | annual   |
|---------------------------|---------|----------|----------|----------|
| 15 seconds, single screen | \$20.00 | \$60.00  | \$180.00 | \$300.00 |
| 30 seconds, double screen | \$35.00 | \$110.00 | \$320.00 | \$520.00 |
| 45 seconds, triple screen | \$50.00 | \$155.00 | \$440.00 | \$720.00 |

### Video scroll

|                       |          |          |           |           |
|-----------------------|----------|----------|-----------|-----------|
| 30 seconds with audio | \$75.00  | \$280.00 | \$700.00  | \$1200.00 |
| 60 seconds with audio | \$125.00 | \$450.00 | \$1050.00 | \$1900.00 |

### Show underwriting

\$40.00 per week      |      \$280.00 for 7 weeks      |      \$400.00 per semester

### Production charges

- \$300 per standard 30 second commercial
- \$500 per standard 60 second commercial
- Standard commercials include up to two graphics screens. Additional graphics or inclusion of more than 15 cuts per 30 seconds will incur additional charges of \$30 per hour.

## [The Bugle]

| Size         | university/<br>non-profit | student<br>organizations | full color<br>(all customers) |
|--------------|---------------------------|--------------------------|-------------------------------|
| Eighth page  | \$52.50                   | \$35.00                  | N/A                           |
| Quarter page | \$97.50                   | \$65.00                  | \$250.00                      |
| Half page    | \$187.50                  | \$125.00                 | \$480.00                      |
| Full page    | \$360.00                  | \$240.00                 | \$900.00                      |

## [Silhouette]

| Size     | 1 issue  | 2 issues | Size      | 1 issue  | 2 issues |
|----------|----------|----------|-----------|----------|----------|
| 1/8 page | \$48.00  | \$86.00  | 1/4 page  | \$70.00  | \$126.00 |
| 1/2 page | \$118.00 | \$218.00 | Full page | \$195.00 | \$370.00 |

## [WUVT]

### Monday–Friday

12AM – 7AM: \$8.50/hour  
 7AM – 12PM: \$10.50/hour  
 12PM – 7PM: \$12.50/hour  
 7PM – 12AM: \$15.50/hour

### Weekend rates

\$10.50/hour

### Discounts

- Fall or spring and summer: 10%
- Fall and spring: 15%
- Full year: 25%

## [The Collegiate Times]

### Display advertising (ROP)

Display open rate: \$8.89/column inch

Demand placement of quarter page or larger ads can be secured for a 25% premium.

### Special section

\$9.21/column inch

| Common display ad sizes | price     |
|-------------------------|-----------|
| Sixteenth page          | \$71.12   |
| Eighth page             | \$140.02  |
| Quarter page            | \$280.07  |
| Half page (horizontal)  | \$560.07  |
| Half page (vertical)    | \$573.41  |
| Full page               | \$1146.81 |

| Modular special section ad sizes | price    |
|----------------------------------|----------|
| Eighth page                      | \$73.68  |
| Quarter page                     | \$158.87 |
| Half page                        | \$264.79 |
| Full page                        | \$529.58 |

### Color

- Spot color: \$125 per color, black is always included
- Process: Pay only 30% premium on the cost of your ad space. Premium is calculated on undiscounted, full price.
- Maximum color cost is \$350

### Inserts

- 1 page: \$70.00/thousand
- 2-4 page: \$72.50/thousand
- Each additional page: \$1.00
- Minimum order: 12,500 | Maximum order: 14,000
- Summer inserts must be purchased as full run of 5,000 copies

### Volume Contracts

Bulk discount rates are offered through contracts. These contracts are available to individual advertisers only. Agencies may not group clients together for volume discounts. The volume contracts represent the total number of column inches the advertiser will run in a year. Each pre-printed inserts counts for 129 column inches toward contract fulfillment. Additional discounts may not apply. The maximum total discount is 25%.

| Inches    | Discount |
|-----------|----------|
| 150-300"  | 2.5%     |
| 301-500"  | 5%       |
| 501-700"  | 10%      |
| 701-900"  | 15%      |
| 901-1100" | 20%      |
| 1101+"    | 25%      |

### Frequency discount

Applies to multiple runs of the same, pick-up ad within the same calendar week.

- 1st additional run: 5% off
- 2nd additional run: 10% off
- 3rd additional run: 15% off

### University / Non-Profit discount

University and non-profit organizations qualify for a 10% discount.

### Out of home advertising

- Indoor or outdoor, prime, high traffic locations
- \$250 per location per month. \$500 minimum purchase may be achieved with one location over two months or two locations for one month. We professionally produce your outdoor ad materials at no additional charge.

### Classified display

\$9.22/column inch

### Classified liner

All classified liner ads appear both online and in the print edition of the Collegiate Times at no additional charge. All classified liner ads may be placed online at [collegiatetimes.com](http://collegiatetimes.com). If you prefer not to place your ad online, visit us at 618 North Main Street or call 540.961.9860.

Print only options include: Bold head: \$1.50, All bold: \$1.50, 2 line head: \$1.50

| Days | Per Word |
|------|----------|
| 1-2  | 40¢      |
| 3-4  | 38¢      |
| 5-6  | 36¢      |
| 7-8  | 34¢      |
| 9+   | 32¢      |

## [collegiatetimes.com]

### Online display ads

Each ad position is sold as run of site. Your ad will appear in that placement on the front page as well as all inside pages with that ad placement. All ads will rotate with other ads within a placement. Ads are sold in blocks of 10,000 impressions with a 30,000 minimum.

| Size & placement                        | 10,000 page views | Flat monthly | Flat weekly |
|---|-------------------|--------------|-------------|
| Top banner 468 x 60 pixels              | \$35.00           | \$410        | \$120       |
| Medium rectangle 250 x 300 pixels       | \$27.50           | \$325        | \$95        |
| Vertical banner 120 or 150 x 240 pixels | \$20.00           | \$235        | \$70        |
| Button 120 x 60                         | \$12.50           | \$147        | \$43        |

### Text link ads

\$300 per month; minimum purchase of 3 months. Prepayment required. Link text limited to 26 characters. Links are static.

### Classified web only add-ons

- Attention getting icon: \$2.00
- Spotlight/featured ad: \$2.00
- Colored background: \$3.00
- Colored type: \$1.00
- Link to your website: \$1.00
- Include a Yahoo map: \$1.00
- Upload a picture: \$2.50

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