

LOCAL RATE INFORMATION



PRE-PRINT INSERT RATES

NEWSPAPER DISPLAY RATES

	(per column inch)
Open display rate	(\$12.00)
Monthly frequency rates - 4 days minimum placement	
25% discount on 6" Ad or more —	(\$9.00)
Bulk contract rates/per client	
35% discount on 200" or more —	(\$8.00)
*Non-profit rate	(\$7.00)
Alumni rate	(\$10.00)
Summer rates (net)	
Flat display rate	(\$8.00)

COLOR RATES/PREMIUM PAGE

Minimum Size 1/4 Page	
Black & one spot color	\$120
Each additional color	\$120
4-color	\$500
<i>Color deadline: 5 publishing days in advance of insertion date.</i>	
Premium Page Charge	\$50

MAGAZINE DISPLAY RATES

DIG/University Magazine is a monthly publication that explores a wide variety of subjects of interest to our campus. Space reservation deadline and copy deadline is 2 weeks prior to publication date.

FULL PAGE 7.5"w x 10" h \$600.00 <\$300.00>	1/2 PAGE 7.5"w x 5" h \$300.00 <\$150.00>	1/4 PAGE 3.75"w x 5" h \$150.00 <\$75.00>	1/8 PAGE 3.75"w x 2.5" h \$75.00 <\$45.00>
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Color included.
<Non-profit rate>

* Discount cannot be used with non-profit rate.

PERSONNEL

BEVERLY MUNSON, General Manager

bmunson@csulb.edu 562/985-5736

JAMIE M. EGGLESTON, Production Goddess

jegglest@csulb.edu 562/985-5177

1 page	\$45 per thousand
4 - 8 pages	\$55 per thousand
12 - 16 pages	\$70 per thousand
24 + pages	\$85 per thousand
Single CD insert	\$55 per thousand

Maximum Insert Size: 9" x 12"

Minimum Amount of Inserts: 10,000 per issue
 Inserts must be delivered to our printer 7 days prior to insertion. Please call us to make the arrangements.
All inserts must have prior approval of Advertising Manager.

CLASSIFIED RATES

Classified display rate	\$9.50 per column inch
	(Contract rates available)
1 day	\$2.00 per line/per day
2 - 4 days	\$1.50 per line/per day
5 - 20 days	\$1.00 per line/per day
21 days	90¢ per line/per day
Semester rate	80¢ per line/per day
BOLD	\$1.00 per line/per day
	(3 lines minimum)

Prices for line ads are for consecutive runs, breaks in runs will be charged one day rate.

Classified lines ads are Online at no additional cost

Online Forty-Niner

<http://www.daily49er.csulb.edu>

Editor in Chief: d49er@csulb.edu

DIG/University Magazine

<http://www.csulb.edu/~univmag>

Editor in Chief: univmag@csulb.edu

Your ad will rotate throughout our website. It will appear on all pages: News, Opinion, Diversions, and Sports. Must allow 2 weeks prior to desired placement date. A small fee will be charged.

1. Vertical Ad	Top right corner	\$75/mo
2. Banner Ad	Top or bottom page	\$50/mo
3. Tile Ad	Placement is unlimited	\$25/mo

CONTACT INFORMATION

Display Advertising	562/985-5736
Classified Advertising	562/985-4964
Advertising & Administrative Offices	562/985-8001
Fax	562/985-1740
Fall & Spring Hours:	Mon. - Thur. 9 a.m. - 4 p.m.
Summer Hours:	Tues. - Thur. 9 a.m. - 4 p.m.

Editorial Department	562/985-8000
Fax	562/985-5053
Fall & Spring Hours:	Mon. - Thur. 9 a.m. - 5 p.m.