

Daily 49er Advertising Sizes

California State University, Long Beach

Phone number: (562) 985 - 8001 • Fax Number: (562) 985-1740

Open display rate = \$14.00 per column inch

*Frequency Rates (4 days minimum placement within 4 week period) = 25% off on 6" or more

Popular Sizes (Ads are shown at 1/8 of their original size)

1 column = 1.875 inches	2 columns = 4.0 inches	3 columns = 6.125 inches	4 columns = 8.125 inches	5 columns = 10.25 inches	Full page 5 col. x 16" \$1120 per day *\$840 per day	Half page 5 col. x 8" \$560 per day *\$420 per day	4 col. x 6" \$336 per day *\$252 per day
					2 col. x 6" \$168 per day *\$126 per day		
3 columns = 6.125 inches	4 columns = 8.125 inches	5 columns = 10.25 inches	3 col. x 8" \$336 per day *\$252 per day	3 col. x 4" \$168 per day *\$126 per day	3 col. x 2" \$83 per day *\$63 per day		
			5 col. x 4" \$280 per day *\$210 per day	2 col. x 3" \$84 *\$63			

Mechanical Requirements

- **Full Page:** 5 columns x 16 inches (80 column inches)
- **Page Width:** 5 columns
- **Page Depth:** 16 inches
- **Column Widths:**
 - 1 column = 1.875 inches (1 7/8 in)
 - 2 columns = 4.0 inches (4 in)
 - 3 columns = 6.125 inches (6 1/16 in)
 - 4 columns = 8.125 inches (8 1/8 in)
 - 5 columns = 10.25 inches (10 1/4 in)