

The Bengal's Purr 2016-2017 Advertising Rate Sheet

Based on 5-column, tabloid-sized pages with a 9.5" x 11.5" total print area in full color

	Ad Sizes	One-time Rate	Annual Rate
2c=3.7"	2-column ads		
Business Card	2c x 3"	\$30.00	\$216.00
	2c x 4"	\$52.50	\$378.00
	2c x 5"	\$58.50	\$421.20
	2c x 6"	\$65.00	\$468.00
3c=5.6"	3-column ads		
	3c x 3"	\$81.00	\$583.20
	3c x 4"	\$89.00	\$640.80
Quarter Page	3c x 5"	\$97.00	\$698.40
	3c x 6"	\$105.00	\$756.00
	3c x 7"	\$113.00	\$813.60
	3c x 8"	\$121.00	\$871.20
4c=7.6"	4-column ads		
	4c x 3"	\$90.00	\$648.00
	4c x 4"	\$98.00	\$705.60
	4c x 5"	\$107.00	\$770.40
	4c x 6"	\$115.50	\$831.60
	4c x 7"	\$124.00	\$892.80
	4c x 8"	\$133.00	\$957.60
	4c x 9"	\$142.00	\$1,022.40
5c=9.5"	5-column ads		
	5c x 3"	\$103.00	\$741.60
	5c x 4"	\$111.00	\$799.20
	5c x 5"	\$120.00	\$864.00
	5c x 5.5"	\$124.00	\$892.80
Half Page	5c x 6"	\$128.00	\$921.60
	5c x 7"	\$136.00	\$979.20
	5c x 8"	\$144.00	\$1,036.80
	5c x 9"	\$152.00	\$1,094.40
Full Page	5c x 11.5"	\$173.00	\$1,245.60
Letter-size	Color Insert		
	8.5" x 11"	\$75.00	\$540.00

Publication dates & deadlines

- 1. Sept. 23 Homecoming Review Issue**
Ad reservation due Wed., Sept. 14
Ad design due Friday, Sept. 16
- 2. Oct. 28 Fall Issue**
Ad reservation due Thur., Oct. 13
Ad design due Tue., Oct. 18
- 3. Dec. 16, Holiday Issue**
Ad reservation due Thur., Dec. 1
Ad design due Tue., Dec. 6
- 4. Jan. 27, Golden Throne Game Issue**
Ad reservation due Thur., Jan. 12
Ad design due Tue., Jan. 17
- 5. Feb. 24, Winter Issue**
Ad reservation due Thur., Feb. 9
Ad design due Tue., Feb. 14
- 6. March 30, April Fools Issue**
Ad reservation due Thur., March 9
Ad design Tues., March 14
- 7. May 26, Spring Issue**
Ad reservation due Thurs., May 11
Ad design due Tues., May 16
- 8. June 3, Graduation Issue**
Ad reservation due Thur., May 11
Ad design due Tue., May 16

Contact The Bengal's Purr

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