

# the burnian

## Advertising Rates and Sizes

<p><b>RATES</b></p>	<p><b>Local Business</b> Color: \$5.00/column inch B&amp;W: \$4.00/column inch</p> <p><b>Campus Org.</b> Color: \$4.00/column inch B&amp;W: \$3.00/column inch</p>	<p><b>SPECIALS</b></p>	<p>Save money by <b>purchasing multiple ads</b></p> <p><b>6 Issues</b> Get One Issue Free</p> <p><b>12 Issues</b> Get Two Issues Free</p>
<p><b>Web Ad</b> <b>\$30/Issue</b></p>		<p><b>6 - Issue Web Ad</b> <b>\$160 (\$20 Off)</b></p>	
<p><b>PRICING</b></p>	<p>The cost of an ad is the rate multiplied the dimensions. (columns by inches of height). For example: <b>4x2/Local Business</b> \$5x4x2= \$40 <b>2x2/Local Business</b> \$5x2x2= \$20</p>	<p><b>EXAMPLES</b></p>	
<p><b>NOTES</b></p>	<p>All Ads <b>MUST</b> be submitted on or before Wednesday one week before release.</p> <p>Submitted graphics/ads <b>MUST</b> be at least 600 dpi.</p> <p><b>We can design your ad.</b> Contact us for more prices.</p>		
<p>Contact us at <a href="mailto:ads.burnian@blackburn.edu">ads.burnian@blackburn.edu</a></p>			

See back for special offers and semester schedule

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## Spring '17 Semester Schedule and Special Offers

The 'Burnian is published 6 times per semester, and the schedule for FALL 2017 follows

	SEND AD BY	ON STANDS BY
<b>Issue 1</b>	Sept. 4	Sept. 13
<b>Issue 2</b>	Sept. 20	Sept. 27
<b>Issue 3</b>	Oct. 4	Oct. 10
<b>Issue 4</b>	Oct. 18	Oct. 25
<b>Issue 5</b>	Nov. 8	Nov. 15
<b>Issue 6</b>	Nov. 29	Dec. 7

*\*The 'Burnian is not responsible for ads not turned in on time*

	1x2	2x2	3x2	4x2	2x4
<b>Local Business</b>					
<b>1 Issue: Color</b>	\$10.00	\$20.00	\$30.00	\$40.00	\$40.00
<b>6 Issues: Color</b>	\$50.00	\$100.00	\$150.00	\$200.00	\$200.00
<b>1 Issue: B&amp;W</b>	\$8.00	\$16.00	\$24.00	\$32.00	\$32.00
<b>6 Issues: B&amp;W</b>	\$40.00	\$80.00	\$120.00	\$160.00	\$160.00
<b>Web: 1 Issue</b>	N/A	N/A	N/A	\$30.00	\$30.00
<b>Web: 6 Issues</b>	N/A	N/A	N/A	\$160.00	\$160.00
<b>Web+Print:1 Issue</b>	N/A	N/A	N/A	\$60.00	\$60.00
<b>Web+Print:6 Issues</b>	N/A	N/A	N/A	\$300.00	\$300.00

