

advertising rate card

Effective Spring 2011

Display Advertising

Open Rate \$8.00 per column inch

30 inches to 74 inches	\$7.75
75 inches to 124 inches	\$7.35
125 inches to 249 inches	\$7.15
250 inches to 399 inches	\$7.00
400 inches to 649 inches	\$6.85
650 inches and up	\$6.50
Campus & Non-Profit	\$6.15

10% discount on pre-paid display ads.

Color Rates	One color • \$ 75.00
	Two colors • \$125.00
	Full color • \$175.00

Classified Advertising \$5.00 Per Column Inch
 Pre-printed Insert rates are also available

UPbeat	Full-Page	\$305.00
	Half-Page	\$250.00
	Quarter-Page	\$225.00
	Eighth-Page	\$200.00
	Back cover w/ color	\$385.00
	Inside Front Cover	\$360.00
	Inside Back Cover	\$360.00
	Center Spread w/ color	\$545.00

UPbeat is a feature magazine supplement to the University Press inserted into the last issue of each semester.

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sizing

& mechanical requirements

one column two columns
 1.78 inches wide 3.74 inches wide

three columns
 5.7 inches wide

four columns six columns
 7.67 inches wide 11.6 inches wide



Camera-ready advertising submissions MUST be PDF or JPEG FILES.

Display Advertising & Classified Advertising Payment

All errors in billing must be reported to the advertising department within five working days after receipt of invoice.

Tearsheets will accompany all invoices.

New advertisers and all classified advertisers must pay in advance.

No ad will be run until payment is received.

University Press General Advertising Policies are available online at

www.lamaruniversitypress.com