

Suggested Display Ad Sizes and Pricing Info		
Size	Columns by Inches	Price
Small	1 x 3	\$36.00
Medium	2 x 4	\$96.00
Large	3 x 5	\$180.00
Quarter Page	3 x 10.5	\$378.00
Third Page	6 x 7	\$504.00
Half Page	6 x 10.5	\$756.00
Full Page	6 x 21	\$1,512.00

Notes:

1. These are the daily standard prices based on \$12 per column inch and represent the cost **PER AD, PER DAY**
2. These are just suggested sizes. Alternate sized ads available upon request
3. Please see following pages for display ad specifications!
4. For classified ads, please send an email to classifieds@theaggie.org

Display Ad Extras		
Item	Description	Price
Color	One Color	\$ 80.00
	Two Color	\$ 135.00
	Three (Full) Color	\$ 190.00
Guaranteed Placement	Back Page	\$ 25.00
	Your Choice	\$ 10.00

Notes:

1. All extra charges are **PER AD, PER DAY**
2. Guaranteed placement is on a first come, first serve basis

Repeat Ad Discounts Available	
Frequency	Discount
1x	0%
2-3x	5%
4-7x	10%
8-11x	15%
12-15x	20%
16x or more	25%

Notes:

1. For repeating ads with no changes
2. Discount availability and amounts are at the sales rep's discretion

Preprinted Insert Rates	
Local	From \$65 per thousand

Notes:

1. 4,000 minimum, maximum is 8,000 M-W and 10,000 on Thursday
2. Materials delivered to Davis Enterprise (315 G Street, Davis, CA 95616) **AT LEAST** three business days before scheduled run

* A preprinted insert is any loose paper, flyer, etc., inserted into the paper.