

# The Daily Pennsylvanian

## RACKBOX POSTER ADVERTISING RATES & INFORMATION

### Out of Home Media

Rackbox advertising is part of the *Out of Home Media*, the second fastest growing advertising media. 18" x 24" color glossy posters are placed on newspaper distribution racks, and provide a great opportunity to promote your image on campus.

The rackboxes are located inside of dorms, dining halls and classroom buildings, where students spend most of their time. Rackbox posters do not compete with other ads, since they are located in an environment that is not cluttered with flyers and other posters. Rackbox advertising is a perfect complement to your display advertising.

### Locations

There are 10 rackboxes available, located around campus in areas with high traffic and visibility. All available rackboxes are located indoors. Each rackbox is ordered on a first-come, first-served basis. The following is a list of available rackboxes for the school year. However, one or several of the rackbox locations listed below may not be available because they may already be sold. Please check with your sales representative or the front office staff for rackbox availability.

#### Kings Court/English House (Dorm)

3465 Sansom Street

#### Class of 1920 Commons (Dining Hall)

3800 Locust Walk

#### Towne Building (Academic Building)

220 South 33rd Street

#### Food Court/CVS (Retail Building)

3401 Walnut Street

#### Williams Hall (Academic Building)

225 South 36th Street

#### Moore School (Academic Building)

220 South 33rd Street

#### Claudia Cohen Hall (Academic Building)

249 South 36th Street

#### Sansom Place West (Dorm)

3650 Chestnut Street

*Additional locations available upon request*

### Rates

Pricing is based on the number of rackboxes ordered and the length of time the poster will be placed.

Month	Cost
2 Boxes.....	\$800.00 (\$400 per box)
4 Boxes.....	\$1,400.00 (\$350 per box)
6+ Boxes .....	\$1,800.00 (\$300 per box)
Semester (4 Months)	Cost
2 Boxes.....	\$2,400.00 (\$1,200 per box)
4 Boxes.....	\$4,200.00 (\$1,050 per box)
6+ Boxes .....	\$5,400.00 (\$900 per box)
Year (12 Months)	Cost
2 Boxes.....	\$5,600.00 (\$2,800 per box)
4 Boxes.....	\$9,800.00 (\$2,450 per box)
6+ Boxes .....	\$12,600.00 (\$2,100 per box)

Volume contract customers will be credited with 20 contract inches for every month that a poster is placed on each newspaper rackbox.

**Print Discount:** Free color on a print ad. If you buy a rackbox poster for one month, you get free color on one ad for one placement in The Daily Pennsylvanian. If you buy one semester, you get free color on three print ads. If you buy one year, you get free color on seven print ads.

Color is awarded per month but not per box. Free color is limited to one per month. Ad can run in The Daily Pennsylvanian, 34th Street Magazine or any special issue.

### Specifications

Poster printing is included in the price. The Daily Pennsylvanian's production team will create the advertisement to the printer's specifications.

If you wish to supply the artwork, please submit a high resolution pdf file with all fonts embedded.

The final poster size is 18" x 24" tall. However, the image area is 17" wide by 21" tall. Vital advertising matter should be kept 1/4" away from all sides.

Printing and distribution can take up to four weeks.