

The Daily Pennsylvanian Shopping Guide Issue



Issue Date:
Wednesday, October 7

Ad Deadline:
Wednesday, September 30
at 3:00 p.m.

- There are **more than 24,000** fashion-conscious, affluent college students living in West Philadelphia, attending the University of Pennsylvania.

- The Daily Pennsylvanian, the University of Pennsylvania's independent student-run newspaper, is the **best way to reach both students and faculty** at Penn.
- On October 7, the editors of The Daily Pennsylvanian's entertainment magazine, 34th Street, will **review boutiques and retail clothing stores** in the Shopping Guide Issue. The issue will also include **listings of more than 100 clothing stores in the Philadelphia area.**
- The Shopping Guide Issue is a tabloid (magazine) supplement to The Daily Pennsylvanian. It will be inserted into all **12,000 copies of The Daily Pennsylvanian** and **distributed to more than 80 locations** around the Penn campus.

Information on ad rates and sizes is on the back of this flyer.

To place your ad today, or to schedule an appointment with one of our advertising representatives, call our office at **(215) 898-6581.**

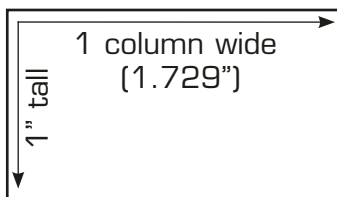
The Daily Pennsylvanian

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Ad Size Information

Ad sizes are expressed as the number of columns wide by the number of inches tall (i.e. a "2 x 4" ad is 2 columns wide by 4 inches tall). Multiplying columns by inches gives the total number of column inches (i.e. 2 x 4 = 8 column inches). Multiplying column inches by the ad rate gives the cost of an ad.

Sample Column Inch



Any size ad can be created according to these rules:

- Widths are in full columns (no halves or fractions).
- Heights are in 1/2" increments, 1" minimum.
- Minimum size: 2 column inches (1 x 2 or 2 x 1).

Column Sizes

ADVERTISING COLUMN WIDTHS			
Columns	Inches		Picas
1	1 3/4	or 1.729	10p4
2	3 9/16	or 3.558	21p4
3	5 3/8	or 5.388	32p4
4	7 1/4	or 7.217	43p4
5	9 1/16	or 9.046	54p

Guaranteed Position

- **Guaranteed Position**..... **10%**
of ad's space cost
(\$40 minimum)

Guaranteed position only applies to specific pages or sections, not to the position on a page. Alternatively, advertisers may request ad position without a fee, but also without a guarantee of placement.

Position guarantees are sold on a first-come basis, based on availability. Not all position requests are possible due to layout and press configurations.

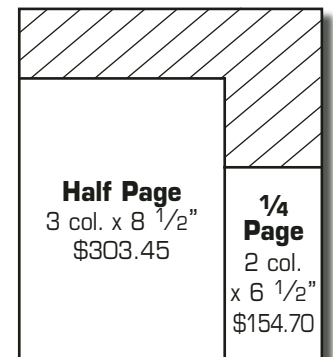
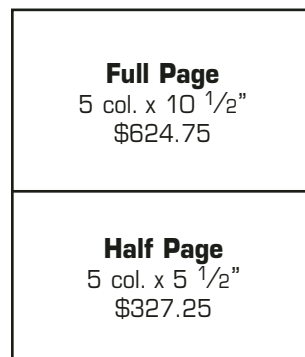
Common Sizes

Although many ad sizes are available, some of the most common sizes are:

Full Page	5 col. x 10 1/2"
Half Page (Vertical)	3 col. x 8 1/2"
Half Page (Horizontal).....	5 col. x 5 1/2"
Quarter Page (Vertical).....	2 col. x 6 1/2"
Quarter Page (Horizontal)	3 col. x 5"
Eighth Page	2 col. x 3 1/2"

Sample Ad Costs

The diagrams below represent several common ad sizes. The prices shown are based upon the local open (one-time) ad rate, \$11.90 per column inch. For customers with annual volume contract rates, multiply columns by inches by the applicable rate to determine the cost.



Color Rates

- **Spot (Single) Color** **\$120.00**
- **Process (Multiple/Full) Color** **\$160.00**

Regular deadlines apply for all color advertising. Press configuration may occasionally limit the location of color ads in an issue.

Volume contract customers will be credited with 10 contract inches used for every color ad (single or full) placed during the contract period.

For more information call (215) 898-6581