

2005 - 2006 Advertising Rates

THE PACER

Weekly student newspaper
The University of Tennessee at Martin

1-Column Ads			2-Column Ads			3-Column Ads		
	<u>Local</u>	<u>Natl.</u>		<u>Local</u>	<u>Natl.</u>		<u>Local</u>	<u>Natl.</u>
1x1	3.75	5.00	2x1	7.50	10.00	3x1	11.25	15.00
1x2	7.50	10.00	2x2	15.00	20.00	3x2	22.50	30.00
1x3	11.25	15.00	2x3	22.50	30.00	3x3	33.75	45.00
1x4	15.00	20.00	2x4	30.00	40.00	3x4	45.00	60.00
1x5	18.75	25.00	2x5	37.50	50.00	3x5	56.25	75.00
1x6	22.50	30.00	2x6	45.00	60.00	3x6	67.50	90.00
1x7	26.25	35.00	2x7	52.50	70.00	3x7	78.75	105.00
1x8	30.00	40.00	2x8	60.00	80.00	3x8	90.00	120.00
1x9	33.75	45.00	2x9	67.50	90.00	3x9	101.25	135.00
1x10	37.50	50.00	2x10	75.00	100.00	3x10	112.50	150.00
1x11	41.25	55.00	2x11	82.50	110.00	3x11	123.75	165.00
1x12	45.00	60.00	2x12	90.00	120.00	3x12	135.00	180.00
1x13	48.75	65.00	2x13	97.50	130.00	3x13	146.25	195.00
1x14	52.50	70.00	2x14	105.00	140.00	3x14	157.50	210.00
1x15	56.25	75.00	2x15	112.50	150.00	3x15	168.75	225.00
1x16	60.00	80.00	2x16	120.00	160.00	3x16	180.00	240.00
1x17	63.75	85.00	2x17	127.50	170.00	3x17	191.25	255.00
1x18	67.50	90.00	2x18	135.00	180.00	3x18	202.50	270.00
1x19	71.25	95.00	2x19	142.50	190.00	3x19	213.75	285.00
1x20	75.00	100.00	2x20	150.00	200.00	3x20	225.00	300.00
1x21	78.75	105.00	2x21	157.50	210.00	3x21	236.25	315.00

4-Column Ads			5-Column Ads			6-Column Ads		
	<u>Local</u>	<u>Natl.</u>		<u>Local</u>	<u>Natl.</u>		<u>Local</u>	<u>Natl.</u>
4x1	15.00	20.00	5x1	18.75	25.00	6x1	22.50	30.00
4x2	30.00	40.00	5x2	37.50	50.00	6x2	45.00	60.00
4x3	45.00	60.00	5x3	56.25	75.00	6x3	67.50	90.00
4x4	60.00	80.00	5x4	75.00	100.00	6x4	90.00	120.00
4x5	75.00	100.00	5x5	93.75	125.00	6x5	112.50	150.00
4x6	90.00	120.00	5x6	112.50	150.00	6x6	135.00	180.00
4x7	105.00	140.00	5x7	131.25	175.00	6x7	157.50	210.00
4x8	120.00	160.00	5x8	150.00	200.00	6x8	180.00	240.00
4x9	135.00	180.00	5x9	168.75	225.00	6x9	202.50	270.00
4x10	150.00	200.00	5x10	185.00	250.00	6x10	225.00	300.00
4x11	165.00	220.00	5x11	206.25	275.00	6x11	247.50	330.00
4x12	180.00	240.00	5x12	225.00	300.00	6x12	270.00	360.00
4x13	195.00	260.00	5x13	243.75	325.00	6x13	292.50	390.00
4x14	210.00	280.00	5x14	262.50	350.00	6x14	315.00	420.00
4x15	225.00	300.00	5x15	281.25	375.00	6x15	337.50	450.00
4x16	240.00	320.00	5x16	300.00	400.00	6x16	360.00	480.00
4x17	255.00	340.00	5x17	318.75	425.00	6x17	382.50	510.00
4x18	270.00	360.00	5x18	337.50	450.00	6x18	405.00	540.00
4x19	285.00	380.00	5x19	356.25	475.00	6x19	427.50	570.00
4x20	300.00	400.00	5x20	375.00	500.00	6x20	450.00	600.00
4x21	315.00	420.00	5x21	393.75	525.00	6x21	472.50	630.00

Classifieds
\$2.50 for first 15 words, 10 cents per word thereafter.
Must be prepaid.

Web Advertising
Web ads are contracted for a month. For more information, please visit our Web site and click on "Advertising."

Discounts apply if purchased with print advertising.

Local and Campus Rate
\$3.75 per column inch
National Rate
\$5.00 per column inch

Contacts
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Display Ad Discounts
10% off if ad is prepaid

15% off if ad runs every other week for the entire semester (minimum 7 weeks)

20% off if ad runs every week for the entire semester (13-14 issues)

Advertising deadline is noon Thursday of the week before the date the ad will run.
Late ads may be accepted with a \$10.00 service charge.