

# THE ORACLE ADVERTISING OFF CAMPUS PRICE LIST 2011 - 2012

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1000 North Dixie Avenue, RUC-376, TTU Box 5072, Cookeville, TN 38505

## Print Advertising

*(Net Billed Weekly - Per Publication)*

Col. Inch Price	Col. Inch Price	Col. Inch Price	Col. Inch Price	Col. Inch Price
1 x 1 = \$ 4.00				
2 x 1 = 8.00	3 x 1 = \$ 12.00	4 x 1 = \$16.00	5 x 1 = \$20.00	6 x 1 = \$24.00
2 x 2 = 16.00	3 x 2 = 24.00	4 x 2 = 32.00	5 x 2 = 40.00	6 x 2 = 48.00
2 x 3 = 24.00	3 x 3 = 36.00	4 x 3 = 48.00	5 x 3 = 60.00	6 x 3 = 72.00
2 x 4 = 32.00	3 x 4 = 48.00	4 x 4 = 64.00	5 x 4 = 80.00	6 x 4 = 96.00
2 x 5 = 40.00	3 x 5 = 60.00	4 x 5 = 80.00	5 x 5 = 100.00	6 x 5 = 120.00
2 x 6 = 48.00	3 x 6 = 72.00	4 x 6 = 96.00	5 x 6 = 120.00	6 x 6 = 144.00
2 x 7 = 56.00	3 x 7 = 84.00	4 x 7 = 112.00	5 x 7 = 140.00	6 x 7 = 168.00
2 x 8 = 64.00	3 x 8 = 96.00	4 x 8 = 128.00	5 x 8 = 160.00	6 x 8 = 192.00
2 x 9 = 72.00	3 x 9 = 108.00	4 x 9 = 144.00	5 x 9 = 180.00	6 x 9 = 216.00
2 x10 = 80.00	3 x10 = 120.00	4 x10 = 160.00	5 x10 = 200.00	6 x10 = 240.00

1 page = \$516.00 (6 col. x 21.5 inch = 129 column inches)

½ page = \$258.00 (6 col. x 10.75 inch = 64.50 column inches)

¼ page = \$129.00 (3 col. x 10.75 inch = 32.25 column inches)

1/8 page = \$64.00 (2 col. x 8 inch = 16 column inches)

Color: \$90 per color

Inserts: \$45 per 1000

Rate: \$4.00 per column inch

**Each column is 1.833 inches wide.**

1 col. = 1.833"      4 col. = 7.708"

2 col. = 3.792"      5 col. = 9.667"

3 col. = 5.750"      6 col. = 11.625"

**Deadline for paper copy ads is Noon on Wednesday before the Friday publication.**

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## Online Advertising

*(Net Billed Monthly - Pro-Rated per Day)*

Header	Footer	Square/Block
Top of page	Bottom of page	Side of page
720x90 pixels	720x90 pixels	300x300 pixels
\$150.00/month	\$75.00/month	\$75.00/month

**(STILL ADS ONLY)**

**All online ads are due Wednesday at Noon.**

Questions? Call 931-372-3031 or email Bridgette Buchanan at [ttuoracleads@gmail.com](mailto:ttuoracleads@gmail.com).

[www.tntechoracle.com](http://www.tntechoracle.com)