GRAPHIC RATES & SIZES

Display Ads:

1. 2C x 2" (3.528" x 2")
   Business Card $50

2. 3C x 6" (5.292" x 6")
   Eighth Page $150

3. 3C x 10" (5.292" x 10")
   Quarter Page $250

4. 6C x 10" (10.584" x 10")
   Half Page $450

5. 6C x 20.5" (10.584" x 20.5")
   Full Page $900

Two Color: + $200
Full Color: + $500

Discounts available for multiple issue buys or pre-payment. Ask your sales rep for more details.

Inserts:

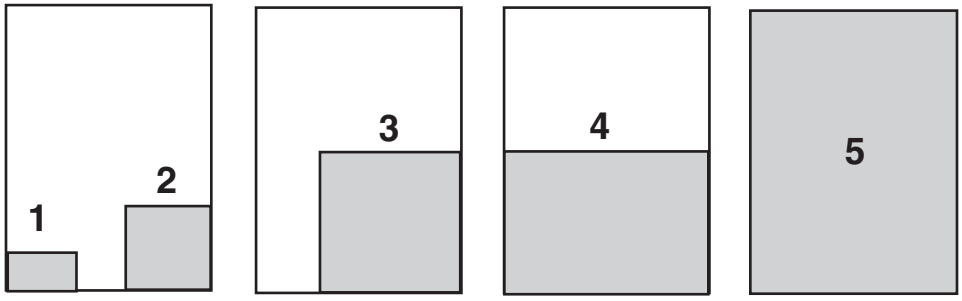
Pages:	Prices:
1	$250
4	$300
8	$350
12	$400

Photocopying of inserts is also available at $0.05 per page side. Inserts cannot be hand-cut.

Classifieds:

A flat rate of $15 includes 25 words or less.

Each additional word costs $0.25.



Unit Sizes:

Horizontal (Column Inches) x Vertical 1C = 2.0625" (12 picas)

Material Specifications

Graphic Advertising can create your ad for you. Or, send us an ad created to the provided specifications.

Please supply materials on CD to the address below, attention Advertising Department or via e-mail to

graphicadvertising@pepperdine.edu

We accept the following file types:
PDF with fonts and supports embedded or
Quark XPress (version 5.0 or later).

All ads must be received by the Monday before the publication date.

Accounts Payable Information:

Now accepting Mastercard,Visa, or check. There is a 20% cancellation fee for ads cancelled less than 7 days before run date.
Make all checks payable to:

Graphic Advertising Department
Pepperdine University

Tax ID Number: 95-1644037

Pepperdine University GRAPHIC

GRAPHIC ADVERTISING DEPARTMENT
24255 Pacific Coast Hwy. Malibu, CA 90263
Office: (310) 506-4318 Fax: (310) 506-4411
E-Mail: graphicadvertising@pepperdine.edu

ONLINE GRAPHIC RATES & SIZES

Home page - $150
News - $150
Perspectives - $100
Living - $100
Arts & Entertainment - $150
Sports - $100
Video - $50

Cost includes run of banner for 1 week.
Banner may rotate with up to 2 other banners.

Discounts:

5% Full Month Consecutive Run Discount*
5% 4+ Frequency Discount
5% Prepay Discount
10% Pepperdine or Non- Profit Org.

126 pixels wide
x
300 pixels

60k max file size

Advertise Here!

graphic.pepperdine.edu

Most popular online pages are:

#1 - Home page
#2 - News
#3 - Arts & Entertainment

Online Graphic averages 524 site visits per day and 808 page views per day!

Banners are available any week that the print Graphic newspaper is published.

Accounts Payable Information:

Now accepting MC ,Visa, cash or checks. There is a 20% cancellation fee for ads cancelled less than 7 days before run date. Make all checks payable to:

Graphic Advertising Department
Pepperdine University

Tax ID Number: 95-1644037
All rates are net cost.

Material Specifications

Please supply materials on CD to the address below, attention Advertising Department or via e-mail to graphicadvertising@pepperdine.edu

We accept the following file types: PDF with fonts and supports embedded, jpeg, gif, animated gif, Flash or Photoshop file.

Materials are due the Monday before the publication date.

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GRAPHIC ISSUE DATES

Fall 2007	Ad Due Date
August 27th (Back to school issue)	August 24th
September 6th	September 3rd
September 13th	September 10th
September 20nd	September 17th
September 27th	September 23rd
October 4th	October 1st
October 25th	October 22nd
November 1st	October 29th
November 8th	November 5th
November 15th (Holiday issue; last of Fall semester)	November 12th

Spring 2008	Ad Due Date
January 17th	January 14th
January 24th	January 21st
January 31st	January 24th
February 7th	February 4th
February 14th	February 11th
February 21st	February 18th
March 20th	March 17th
March 27th	March 24th
April 3th	March 31st
April 10th	April 7th

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