

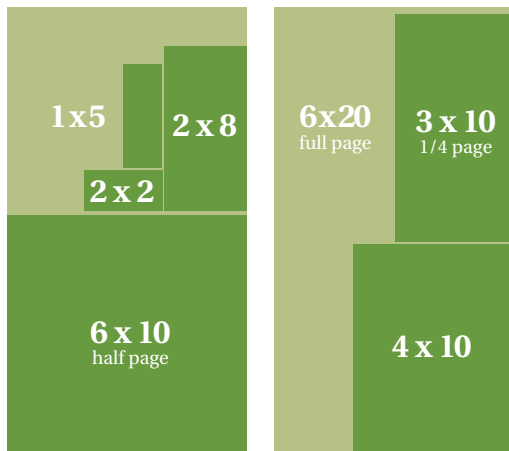
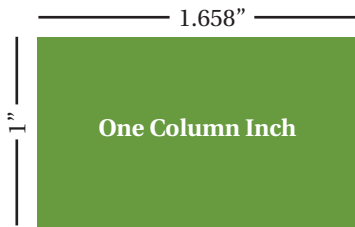
New Collegian Ad Sizes for 2009-10

Sizes & Sample Ads

Retail Pages

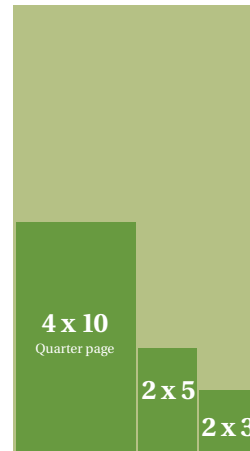
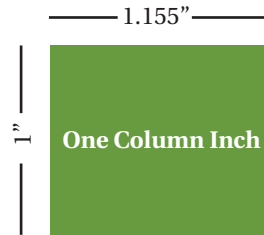
Columns	Inches
1	1.658
2	3.426
3	5.196
4	6.963
5	8.732
6	10.5

The Rocky Mountain Collegian is published in a broadsheet format every weekday of the academic year.



Classified Pages

Columns	Inches
1	1.155
2	2.49
3	3.825
4	5.16
5	6.495
6	7.83
7	9.165
8	10.5



Calculating the Cost of Your Ad*

Full Page Display Ad

6 columns x 20" = 120 column inches

$$\begin{array}{r} 120 \text{ column inches} \\ \times \text{Your Rate} \\ \hline = \text{Cost of Ad} \end{array}$$

Half Page Display Ad

3 columns x 20" = 60 column inches
6 columns x 10" = 60 column inches

$$\begin{array}{r} 60 \text{ column inches} \\ \times \text{Your Rate} \\ \hline = \text{Cost of Ad} \end{array}$$

Quarter Page Display Ad

3 columns x 10" = 30 column inches
4 columns x 8" = 32 column inches

$$\begin{array}{r} 32 \text{ or } 30 \text{ column inches} \\ \times \text{Your Rate} \\ \hline = \text{Cost of Ad} \end{array}$$

Popular Retail Ad Sizes

2 columns x 8" = 16 column inches
3 columns x 5" = 15 column inches
2 columns x 5" = 10 column inches
2 columns x 3" = 6 column inches

Popular Classified Ad Sizes

4 columns x 11" = 44 column inches
3 columns x 8" = 24 column inches
2 columns x 5" = 10 column inches

*Sizes used are examples only, several sizes are available.

Classified Column Size

1 column 2 column 3 column 4 column 5 column 6 column 7 column 8 column

Retail Column Size

1 column 2 column 3 column 4 column 5 column