

The East Carolinian

Self Help Building East Carolina University, Greenville, NC 27858
 Phone (252) 328-9245 Fax (252) 328-9143 www.theeastcarolinian.com

LOCAL OPEN RATES

Rates

All rates are net, non-commissionable. Minimum size accepted is 3 column inches.

Local Open Rate \$6.00
 Local Classified Rate \$7.00
 Non-profit Open Rate \$4.50
 Must be a legitimate non-profit organization to qualify. This rate cannot be discounted.

New Customer Rate \$5.80
 Customer cannot have advertised in The East Carolinian in the past 15 months. Rate can be used once for a single ad that must run from 3-6 times without changes within consecutive issues.

Local Contract Rates

100-249 column inches \$5.75
 250-399 column inches \$5.55
 400-549 column inches \$5.35
 550-699 column inches \$5.15
 700-849 column inches \$4.95
 850-999 column inches \$4.75
 1000+ column inches \$4.65
 Must be a local advertiser to qualify. Contracts are effective on date of approval by Media Accountant and are in effect until April 24, 2008. Special conditions apply if contract is not fulfilled.

Color Charges

One color, plus black \$100
 Two colors, plus black \$175
 Full color, Plus black \$350

Color ads may require special production charges. PMS colors will be matched using process colors as closely as possible.

Ad Deadlines

4 p.m. THURSDAY for the next TUESDAY'S issue
 4 p.m. MONDAY for the next THURSDAY'S issue

We reserve the right to change a deadline for holidays or as necessitated by other considerations.

Page Specifications

The East Carolinian is a photo-offset six-column broadsheet. The column measurements below are for broadsheet and tabloid formats. Column width is based on Standard Advertising Units (SAU). Space between columns is 1 pica & the page depth is 21 inches.

1 col 1.75 inches
 2 cols 3.62 inches
 3 cols 5.5 inches
 4 cols 7.37 inches
 5 cols 9.25 inches
 6 cols 11.125 inches

pre-print insert rate

Local/8.5" X 11" or smaller \$80/1,000
 Multiples or larger \$100/1,000

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER

S	M	T	W	T	F	S
				④	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER

S	M	T	W	T	F	S
				②	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	⑥	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
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DECEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JANUARY

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4	5	6	7	8	9	10
11	12	13	14	⑮	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

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15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

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18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY

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					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

JUNE

S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

■ regular editions

○ Pulse - Arts & Entertainment Tabloid Insert