

# The East Carolinian

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

## CAMPUS ADVERTISING RATES

### Campus Display Rates

Campus rate per column inch.....\$3.00

### 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

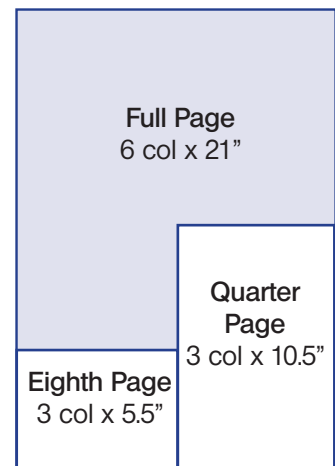
We reserve the right to change a deadline for holidays or as necessitated by other considerations.

### 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

### Sample Broadsheet Sizes



### 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
30						

### 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

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

### FEBRUARY

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

### MARCH

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				

### APRIL

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	

### MAY

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						

### JUNE

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			

### 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

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