

The Optimist

A student publication of Abilene Christian University since 1912

Celeste Kinkade

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ADVERTISING RATES



PRINT DISPLAY ADS

PCI - price Per Column Inch
B&W: \$7.50 | COLOR: \$10.35

| AD SIZE | B&W | COLOR |
|---------------------------------|----------|------------|
| Business Card 2X2 - (3.25"X2") | \$30.00 | \$41.40 |
| 2X3 - (3.25"X3") | \$45.00 | \$62.10 |
| 2X5 - (3.25"X5") | \$75.00 | \$103.50 |
| 1/8 PAGE - 3X5 (4.94"X5") | \$112.50 | \$155.25 |
| 1/4 PAGE - 3x10.5 (4.94"X10.5") | \$236.25 | \$326.03 |
| 1/3 PAGE - 4X10.5 (6.63"X10.5") | \$315.00 | \$434.70 |
| HALF PAGE - 6x10.5 (10"X10.5") | \$472.50 | \$652.06 |
| FULL PAGE - 6x21 (10"X21") | \$945.00 | \$1,304.12 |

Ad costs are for one run. Additional sizes are available.
Non-profit rates and frequency discounts available.



PUBLICATION SCHEDULE

FALL 2017

AUGUST: 28
SEPTEMBER: 1, 8, 15, 22, 29
OCTOBER: 6, 13, 20, 25*
NOVEMBER: 3, 10, 17
DECEMBER: 1, 8

SPRING 2018

JANUARY: 19, 26
FEBRUARY: 2, 9, 16, 23
MARCH: 2, 9, 23, 28*
APRIL: 6, 13, 20, 27
MAY: 4, 11

SPECIAL ISSUES

AUG 28 & SEPT 1: BACK TO SCHOOL
SEPT 15: SUMMIT & WILDCAT STADIUM
SEPT 22: FAMILY WEEKEND & FRESHMAN FOLLIES
OCTOBER 20: HOMECOMING
JANUARY 19: BACK-TO-SCHOOL
FEBRUARY 16: SING SONG
MAY 11: COMMENCEMENT

ONLINE/ WEB DISPLAY ADS

acuoptimist.com

Over 34,000 monthly pageviews, your web ads can reach over 15,000 monthly unique users on our site. All web ads are fully clickable; click-through can link directly to advertiser's website, custom URL, or landing page. Static and animated ads supported (.jpg or .gif file types, max file size 50KB). Maximum animation is 00:15 seconds, but may loop continuously.

Monthly and Semester discounts available.

BIG BOX: \$90.00 per week

- Medium Rectangle 300 x 250 pixels

SMALL SQUARE: \$40.00 per week

- Button Ad 125 x 125 pixels

MASTHEAD*: \$100.00 per week

- Leaderboard 728 x 90 pixels
- Large Mobile Banner 320 x 100 pixels

*Please provide both ad sizes. Automatic ad placement based on device and screen size.



Advertising
(325) 674-2819

Newsroom
(325) 674-2439

Sports Desk
(325) 674-2684

Photo Department
(325) 674-2499

Multimedia Desk
(325) 674-2463

Subscriptions (\$40/Year)
(325) 674-2296

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