

# The Optimist

A student publication of Abilene Christian University since 1912

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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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