

The Optimist

A student publication of Abilene Christian University since 1912

Celeste Kinkade

Optimist Advertising
ACU Box 27892
Abilene, TX 79699

(o) 325.674.2819
(c) 325.660.6813
celeste.kinkade@acu.edu



ON-CAMPUS ADVERTISING RATES



PRINT DISPLAY ADS

PCI - price Per Column Inch
B&W: \$6.45 | COLOR: \$9.30

AD SIZE	B&W	COLOR
Business Card 2X2 - (3.25"X2")	\$25.80	\$37.20
2X3 - (3.25"X3")	\$38.70	\$55.80
2X5 - (3.25"X5")	\$64.50	\$93.00
1/8 PAGE - 3X5 (4.94"X5")	\$96.75	\$139.50
1/4 PAGE - 3x10.5 (4.94"X10.5")	\$203.18	\$292.95
1/3 PAGE - 4X10.5 (6.63"X10.5")	\$270.90	\$390.60
HALF PAGE - 6x10.5 (10"X10.5")	\$406.35	\$585.90
FULL PAGE - 6x21 (10"X21")	\$812.70	\$1,171.80

Ad costs are for one run. Additional sizes are available.
Contract 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



MASTHEAD*: \$100.00 per month

- 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.

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 month

- Medium Rectangle 300 x 250 pixels

SMALL SQUARE: \$40.00 per month

- Button Ad 125 x 125 pixels

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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