

Lumberjack Advertising Rates



HUMBOLDT STUDENT MEDIA GROUP

**Ask us
about our
FREE
ad design
service.**

PRINT RATES		PRICE PER ISSUE					
Size	h" x w"	1	2-4	5-7	8+	Full Term	Non-Profit
1/10th page:	5.25" x 4.3"	\$110	\$100	\$95	\$90	\$85	\$90
1/4 page (H):	5.25" x 11"	\$220	\$210	\$190	\$180	\$170	\$180
1/4 page (V):	10.5" x 4.3"	\$185	\$175	\$165	\$150	\$140	\$150
1/3 page:	7" x 11"	\$280	\$260	\$250	\$240	\$230	\$240
1/2 page:	10.5" x 11"	\$395	\$385	\$375	\$365	\$345	\$365
2/3 page:	11" x 14"	\$515	\$500	\$490	\$470	\$450	\$470
Full page:	21" x 11"	\$675	\$650	\$600	\$550	\$525	\$550

ONLINE RATES		PRICE PER WEEK					
Size	h" x w"	1	2-4	5-7	8+	Full Term	Non-Profit
Box	3" x 3"	\$125	\$115	\$105	\$95	\$75	\$45
Tower	5" x 4"	\$150	\$140	\$130	\$120	\$100	\$70
Banner	2" x 15"	\$300	\$275	\$250	\$225	\$200	\$90

Section placement: 15% Page placement: 20%

All ads are due Friday by 4 p.m. before the publication date. The Lumberjack runs in all color and the cost has been included in our rates. All ads that appear on thelumberjack.org appear in full color. Ad Design is free of charge with purchase of an online ad. Sizes are based on column inch sizes. First time clients must prepay for their first ad.