

# The Tower

Since 1922

**Advertise with us!**

*Reach thousands of students and professors each week!*

**Details:**

*The Tower* comes out on Fridays during the semester, usually every week unless there is an official break. We print 1,500 copies which are distributed throughout campus and reach thousands of students and faculty.

**On Campus Prices:**

**Front Page Premium Placement**

Buy a 6" x 4" color ad on our front page below the fold for \$400.00. Only one ad per issue.

**Standard ad prices for on-campus groups:**

Black and white ads are \$4.00 per column inch.

Size	Price
4.4" x 2"	\$35.20
6.6" x 4"	\$105.00
10.25" x 4.4"	\$180.00
11" x 5.25"	\$231.00
8.8" x 8"	\$281.60
11" x 7"	\$308.00
21" x 4.4"	\$369.00
11" x 10.25"	\$451.00
21" x 5.5"	\$462.00
21" x 11"	\$924.00

Add \$100 for color advertisements. We offer color printing in CMYK format. We can accommodate your untraditional-sized ads as well at a rate of \$7.50 per column inch.

### **Off-Campus Prices:**

#### **Front Page Premium Placement**

Buy a 6" x 4" color ad on our front page below the fold for \$600.00. Only one ad per issue.

#### **Standard ad prices for off-campus and national groups:**

Black and white ads are \$5.50 per column inch.

Size	Price
4.4" x 2"	\$48.00
6.6" x 4"	\$145.20
10.25" x 4.4"	\$248.05
11" x 5.25"	\$317.63
8.8" x 8"	\$387.20
11" x 7"	\$423.00
21" x 4.4"	\$508.20
11" x 10.25"	\$620.13
21" x 5.5"	\$635.25
21" x 11"	\$1270.50

Add \$150 for color advertisements. We offer color ads in CYKM format. We can accommodate your untraditional-sized ads as well at a rate of \$7.50 per column inch.

### **Other Advertising Options:**

#### **Sudoku Puzzle Sponsorship:**

Sponsor the weekly Sudoku Puzzle for \$200.00 per week. No minimum number of weeks required. Included free design service and premium placement on the back page of the paper.

#### **Design Services**

Have your advertisement designed by a member of our graphic design team for an additional \$25.00.

### **Discount Opportunities**

For businesses and groups looking to advertise on a regular basis (more than once a month), discounts can be negotiated based on frequency of ads placed.

### **Deadlines**

Submit **order form via email to [ads@cuatower.com](mailto:ads@cuatower.com) by Tuesday** of the week which you wish your ad to run. All related files and artwork should be received by *The Tower* by **6pm that Wednesday**. Orders that require our design services are due the **Sunday before printing**.