

# Andersonian

## Fact sheet and rate card 2011-12 academic year

### Publication schedule

Semester I (all dates 2011)	
31 August	Vol. 69, No. 01
07 September	Vol. 69, No. 02
14 September	Vol. 69, No. 03
28 September	Vol. 69, No. 04
05 October	Vol. 69, No. 05
19 October	Vol. 69, No. 06
26 October	Vol. 69, No. 07
09 November	Vol. 69, No. 08
16 November	Vol. 69, No. 09
07 December	Vol. 69, No. 10
Semester II (all dates 2012)	
18 January	Vol. 69, No. 11
25 January	Vol. 69, No. 12
01 February	Vol. 69, No. 13
08 February	Vol. 69, No. 14
22 February	Vol. 69, No. 15
29 February	Vol. 69, No. 16
07 March	Vol. 69, No. 17
28 March	Vol. 69, No. 18
18 April	Vol. 69, No. 19
25 April	Vol. 69, No. 20

*The Andersonian, AU's student newspaper, is the best way to reach the Anderson University campus.*

#### *The Andersonian—*

- publishes most Wednesdays during the school year
- circulates about 2,300 copies to virtually everyone on campus—students, faculty, staff and administration
- offers four-color display advertising plus coupons
- has online ad options at [www.andersonian.com](http://www.andersonian.com)

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*Information current as of 05/23/2011*

### Rate schedule per column inch

Inches tall	Columns wide Cost @ \$7 per column inch				
	1	2	3	4	5
2	—	—	—	—	\$70
3	—	—	\$63	\$84	\$105
4	—	\$56	\$84	\$112	\$140
5	—	\$70	\$105	\$140	\$175
6	\$42	\$84	\$126	\$168	\$210
7	\$49	\$98	\$147	\$196	\$245
8	\$56	\$112	\$168	\$224	\$280
9	\$63	\$126	\$189	\$252	\$315
10	\$70	\$140	\$210	\$280	\$350
11	\$77	\$154	\$231	\$308	\$385
12	\$84	\$168	\$252	\$336	\$420
13	\$91	\$182	\$273	\$364	\$455
14	\$98	\$196	\$294	\$392	\$490
15	\$105	\$210	\$315	\$420	\$525
16	\$112	\$224	\$336	\$448	\$560
Actual width (inches)	1.93	4.03	6.15	8.25	10.37
Actual width (picas)	11.60	24.20	36.90	49.50	62.20