

# Andersonian

## Publication schedule and rate card 2017-18 academic year

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

*The Andersonian—*

- publishes on eight Wednesdays per semester
- circulates about 1,800 copies to virtually everyone on campus—students, faculty, staff and administration
- prints four-color display ads as well as coupons
- offers online ad options at [www.andersonian.com](http://www.andersonian.com)

*To make space reservations or for more information, please contact Faculty Adviser David Baird at [dabaird@anderson.edu](mailto:dabaird@anderson.edu) or (765) 641-4341.*

**The Andersonian**  
Anderson University  
1100 E. Fifth Street  
Anderson, IN 46012

### Publication schedule

<b>Semester One (all dates 2017)</b>
<b>30 August</b>
<b>13 September</b>
<b>27 September</b>
<b>11 October</b>
<b>18 October</b>
<b>01 November</b>
<b>15 November</b>
<b>06 December</b>
<b>Semester Two (all dates 2018)</b>
<b>17 January</b>
<b>24 January</b>
<b>07 February</b>
<b>21 February</b>
<b>07 March</b>
<b>28 March</b>
<b>11 April</b>
<b>25 April</b>

### Print advertising rates

Inches tall	Columns wide				
	1	2	3	4	5
2	—	—	—	—	\$80
3	—	—	\$72	\$96	\$120
4	—	\$64	\$96	\$128	\$160
5	—	\$80	\$120	\$160	\$200
6	—	\$96	\$144	\$192	\$240
7	—	\$112	\$168	\$224	\$280
8	\$64	\$128	\$192	\$256	\$320
9	\$72	\$144	\$216	\$288	\$360
10	\$80	\$160	\$240	\$320	\$400
11	\$88	\$176	\$264	\$352	\$440
12	\$96	\$192	\$288	\$384	\$480
13	\$104	\$208	\$312	\$416	\$520
14	\$112	\$224	\$336	\$448	\$560
15	\$120	\$240	\$360	\$480	\$600
16	\$128	\$256	\$384	\$512	\$640
Actual width (inches)	1.90	4.00	6.15	8.30	10.40
Actual width (picas)	11.60	24.20	36.90	49.50	62.20

**Banner ad on page one:** \$150 per issue (actual size 10.40 x 1.25 inches)  
**Church and coupon directories:** \$20 per issue / \$320 for the entire year