

***** **New for 2007/08: All Display Ads are now in FULL COLOR!** *****

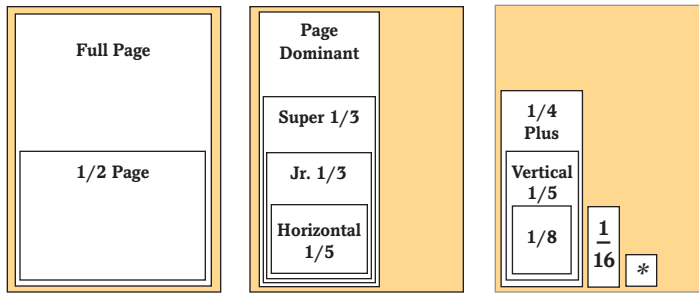
Advertising Rates & Specs: 2007/08

The Towerlight

Towson University wakes up to Baltimore's #1 college paper, Mondays & Thursdays. 10,000 copies circulate on campus and throughout the Towson community.

For more info: towerlightads@yahoo.com
Phone: 410-704-5133 Fax: 410-704-3862

Display Sizes & Rates: All advertisements must be pre-paid. We accept Visa, MC, Discover, or Check.



Size	Width/Height	Nat'l Rate	Local Rate
Full Page	10" x 14"	\$840.00	\$770.00
Page Dominant	5.75" x 14"	\$504.00	\$462.00
1/2 Page	10" x 7"	\$420.00	\$385.00
Super 1/3	5.75" x 9"	\$324.00	\$297.00
Junior 1/3	5.75" x 7"	\$252.00	\$231.00
1/4 Plus	3.75" x 9"	\$216.00	\$198.00
Horizontal 1/5	5.75" x 4.5"	\$162.00	\$148.50
Vertical 1/5	3.75" x 6.75"	\$162.00	\$148.50
1/8 Page	3.75" x 4.5"	\$108.00	\$99.00
1/16 Page	1.75" x 4.5"	\$54.00	\$49.50
Classified Box*	1.75" x 2"	\$24.00	\$22.00

How to Submit Copy: Please send a PDF or JPG to towerlightads@yahoo.com & include contact info for payment. Please note deadlines at bottom of calendar. Deadlines are firm!

Display Discounts:

- For a 2 insertion contract, deduct 5%
- For a 4 insertion contract, deduct 10%
- For a Towson University group, deduct 10%
- For a Towson University student group, deduct 20%
- Maximum total discount: 20%.

Pre-Printed Inserts: \$395

Display discounts do not apply to inserts. Sample required for approval. Client must deliver 10,000 inserts to The Towerlight's printing facility.

Classifieds: NOW ONLINE!

Still only \$9 for a 30-word classified ad in *The Towerlight*.

Additional words: 30¢ each. Ads appear both in print and online.

To place your ad, go to www.thetowerlight.com/classifieds

Credit/refund will be issued for errors only, not for cancellations.

2007/08 publication schedule for The Towerlight

Our print edition is published every Monday & Thursday during the Fall & Spring semesters except for Thanksgiving day and the week of Spring Break.

August 2007							September 2007							October 2007							November 2007							December 2007										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
				1	2	3	4			3	4	5	6	7	8			1	2	3	4	5	6					1	2	3			3	4	5	6	7	8
5	6	7	8	9	10	11	9	10	11	12	13	14	15	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8				
12	13	14	15	16	17	18	16	17	18	19	20	21	22	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15				
19	20	21	22	23	24	25	23	24	25	26	27	28	29	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22				
26	27	28	29	30	31	30	28	29	30	31	28	29	30	31	25	26	27	28	29	30	23	24	25	26	27	28	29											
January 2008							February 2008							March 2008							April 2008							May 2008										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
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30	31	1	2	3	4	5	3	4	5	6	7	8	9	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10				
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20	21	22	23	24	25	26	24	25	26	27	28	29	23	24	25	26	27	28	29	27	28	29	30	25	26	27	28	29	30	31								
27	28	29	30	31		30	31																															

DEADLINES: Please contact us by NOON Monday to be in Thursday's paper or by NOON Thursday to be in Monday's paper.*

*EXCEPTIONS: Deadline for Aug. 23 is Aug. 13. Deadline for Aug. 27 is Aug. 20. Deadline for Nov. 22 is Nov. 15.
Deadline for Jan. 24 is Jan. 17. Deadline for Jan. 28 is Jan. 21. Deadline for March 24 is March 13.