



## Tabloid Display Advertising Rates

Size	1x	2-4x	5-9x	10-14x	15x
<b>Double Truck</b>	\$2480	\$2330	\$2180	\$2030	\$1880
<b>Full Page</b>	\$1260	\$1180	\$1100	\$1020	\$940
<b>1/2 Page</b>	\$640	\$600	\$560	\$520	\$480
<b>1/4 Page</b>	\$320	\$300	\$280	\$260	\$240
<b>1/8 Page</b>	\$160	\$150	\$140	\$130	\$120
<b>1/16 Page</b>	\$80	\$75	\$70	\$65	\$60
<b>Banner</b>	\$560	\$525	\$490	\$455	\$420
<b>Newsstand Billboard*</b>	\$1640	\$1550	\$1460	\$1370	\$1280

- Ask your sales representative about specially built packages and custom sizes.
- Prepayment discount: receive 5% off ALL sales paid prior to publication date.
- Credit card payment is available through PayPal with a 7% extra charge.

\*Monthly price per billboard (12 locations available). Ad must be approved by the University.

## Premium Placement

- Available for billboards and newspaper ads.
- Premium placement charge= 15% of the total ad cost.
- Not applicable for ads smaller than 1/8 page.

## Color Charges

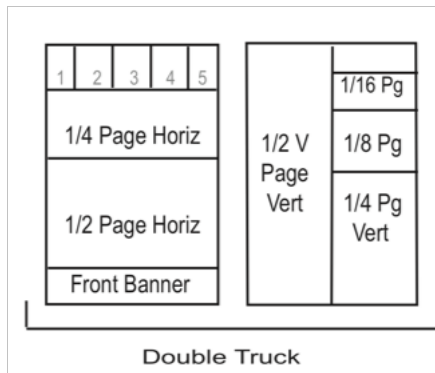
Charges are added to the sale of the ad according to the amount ordered. Ads should be submitted in CMYK or grayscale only. Must use 100% true black color (K=100%). Pantone, RGB, and other colors are not acceptable.

- Black + white= No charge.
- Black + red= \$150.
- Black + other color= \$180.
- Full color (CMYK process)= \$275.
- Banner ad= FREE full color.

## Standard Sizes

Size	W (in.)	H (in.)
<b>Full</b>	10.250	13.750
<b>1/2 V</b>	5.042	13.750
<b>1/2 H</b>	10.250	6.792
<b>1/4 V</b>	5.042	6.792
<b>1/4 H</b>	10.250	3.312
<b>1/8 H</b>	5.042	3.312
<b>1/16 H</b>	5.042	1.573
<b>Column</b>	1.916	13.750
<b>Between Columns</b>	0.167	-----
<b>Banner</b>	10.250	1.500
<b>Page size</b>	10.250	14.000

## Mechanical Details



## Design Services

- Must be requested 2 weeks prior to the publication date of ad.
- Design services= \$20 per hour.

## Classified

Classified ads can be requested via [advertising@louisvillecardinal.com](mailto:advertising@louisvillecardinal.com) or on our website with our self-service option. Go to [www.louisvillecardinal.com](http://www.louisvillecardinal.com), click on "Classifieds", and create your account. There, you can order web posting or a printed version of your ad.

- Order required one week prior to publication date.
- All orders must be pre-paid.
- Weekly cost= \$10 for the first 10 words, and 10 cents for every word after.
- Online classifieds are free for students and University staff when ordered from our website. A UofL e-mail address must be used.

## Display Ad

Custom size display ads may be ordered by e-mailing us, or by using our website and clicking on the "Classifieds" tab.

- Cost= \$21 per column inch.
- Maximum size= 5 columns x 13 inches.
- Minimum size= 1 column x 2 inches.

*When ordering online, credit card payment required.*

## Online Advertising

Advertise on The Louisville Cardinal web site, which includes unique polls, message boards, and blogs; with traffic of about 400 views per day.

Pixel	W'(in.) H'(in.)	Shape	Per Week	Per Month
468 x 60	6.24 in. x 0.8 in.	Horizontal	\$50	\$180
300 x 250	4 in. x 3.33 in.	Square	\$40	\$140
160 x 600	2.13 in. x 8 in.	Vertical	\$30	\$100

All online artwork must be submitted in electronic .gif, .jpg, Shockwave, or Flash formats. Files must be formatted to the correct size with a resolution of 75DPI. They must be in RGB color mode and can not exceed 15 kbs.

## Text Links

- Link to your company's home page from the Louisville Cardinal web site.
- \$50 per month.
- \$250 per semester or \$500 per year.

## Pre-Printed Inserts (PPI)

- Cost = \$80 per 1000 inserts.
- PPIs required at printer 1 week prior to run of advertisement.
- Maximum size: 10 in. x 14 in.
- Minimum size: 4 in. x 6 in.

**Pre-printed inserts must be mailed to:**  
 Attn: Becky or Margaret  
 Standard Publishing Co.  
 455 N. Buckman Street  
 Shepherdsville, KY 40165