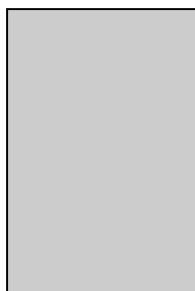


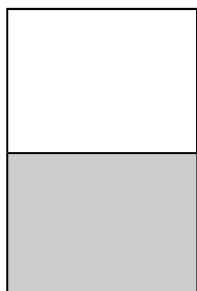
# 2007-08 Western Front Campus Advertising Options

## Standard Ads

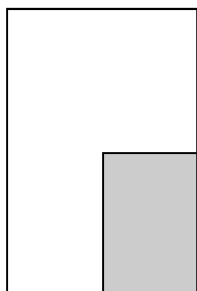
Prices are per placement. Discount options available (see below). *ci = column inch*



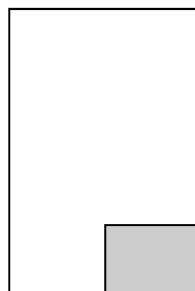
**Full Page = 75ci**  
**5 col x 15"**  
**(10"x15")**  
**\$430.00**



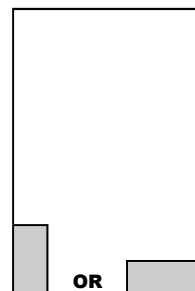
**1/2 Page = 40ci**  
**5 col x 8"**  
**(10"x8")**  
**\$255.00**



**1/4 Page = 24ci**  
**3 col x 8"**  
**(4.93"x8")**  
**\$169.00**



**1/8 Page = 12ci**  
**3 col x 4"**  
**(4.93"x4")**  
**\$96.00**

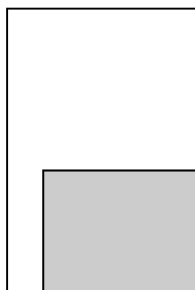


**Biz Card = 4ci**  
**1 col x 4" or**  
**2 col x 2"**  
**\$32.00**

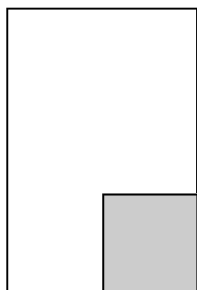
## Custom Ads (other sizes available)

Price = \$8.00/column inch (ci). Discount options available (see below).  
 Column inches = Number of columns wide x inches high (whole inches only)

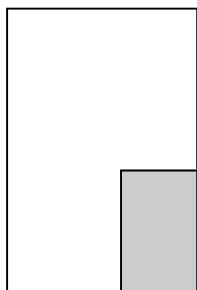
Column Widths:  
 1 col = 1.1825"  
 2 col = 3.875"  
 3 col = 4.93"  
 4 col = 8"  
 5 col = 10"



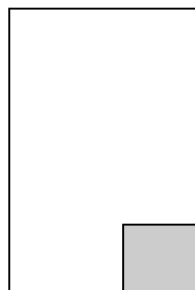
**4x7 = 28ci**  
**4 col x 7"**  
**(8"x7")**  
**\$224.00**



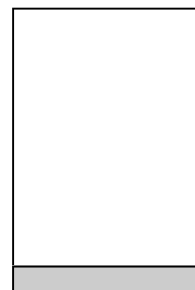
**3x6 = 18ci**  
**3 col x 6"**  
**(4.93"x6")**  
**\$144.00**



**2x7 = 14ci**  
**2 col x 7"**  
**(3.875"x7")**  
**\$112.00**



**2x4 = 8ci**  
**2 col x 4"**  
**(3.875"x4")**  
**\$64.00**



**5x2 = 10ci**  
**5 col x 2"**  
**(10"x2")**  
**\$80.00**

## Color

Full Color: \$349.00 • Spot Color: \$109.00

## Discount Options

### Bulk Rates (per academic quarter)

40-80 inches	\$5.70/column inch
81-120 inches	\$5.65/column inch
121-180 inches	\$5.50/column inch
181+ inches	\$5.15/column inch

### Friday Discount

Repeat Tuesday ad on Friday of same week — earn 25% discount on Friday's ad!

**Summer Quarter:** \$5.25/column inch

Your sales representative can help you create an individual advertising plan for your department.  
 Free graphic design service is available; please allow one week prior to run date for proofs.

### Western Front Advertising

Phone: 360-650-6763 • Fax: 360-650-7775 • [www.westernfront@gmail.com](mailto:www.westernfront@gmail.com)

### Western Front Graphics

Phone: 360-650-3247 • [wf.graphics@hotmail.com](mailto:wf.graphics@hotmail.com)