

# THE CHAPARRAL

STUDENT VOICE OF COLLEGE OF THE DESERT SINCE 1962

LOCAL PRINT ADS	NATIONAL PRINT ADS
<p><b>Standard size:</b> 2 columns x 4.95 inches  <b>Horizontal size:</b> 3.925 inches  <b>Vertical size:</b> 4.95 inches</p> <p><i>(If you would like and advertisement that exceeds the standard size and additional \$10 per inch will be added to the total cost).</i></p> <p><b>COLOR</b></p> <p>1 Issue \$214.10            2 Issues \$408.40            3 Issues \$582.90            4 Issues \$777.20            5 issues \$971.50</p> <p><b>BLACK AND WHITE</b></p> <p>1 Issue \$89.10            2 Issue \$158.40            3 Issues \$207.90            4 Issues \$277.20            5 Issues \$346.50</p>	<p><b>Standard size:</b> 2 columns x 4.95 inches  <b>Horizontal size:</b> 3.925 inches  <b>Vertical size:</b> 4.95 inches</p> <p><i>(If you would like and advertisement that exceeds the standard size and additional \$10 per inch will be added to the total cost).</i></p> <p><b>COLOR</b></p> <p>1 Issue \$224.00            2 Issues \$448.00            3 Issues \$672.00            4 Issues \$896.00            5 issues \$1,120</p> <p><b>BLACK AND WHITE</b></p> <p>1 Issue \$99.00            2 Issue \$198.00            3 Issues \$297.00            4 Issues \$396.00            5 Issues \$495.00</p>
ONLINE ADS	SOCIAL MEDIA ADS
<p>Online ads on thechaparral.net when added to an already purchased local or national print issue ad will cost an additional \$100.00.</p>	<p>Social media ads on thechaparral.net when added to an already purchased local or national print issue ad will cost an additional \$75.00.</p>

**EXAMPLE**

1 Issue Color	\$214.10
Online Ad	\$100.00
Social Media Ad	<u>\$75.00</u>
	\$389.10

