

THE CHAPARRAL

STUDENT VOICE OF COLLEGE OF THE DESERT SINCE 1962



LOCAL PRINT ADS	NATIONAL PRINT ADS
<p>Standard size: 2 columns x 4.95 inches Horizontal size: 3.925 inches Vertical size: 4.95 inches</p> <p>COLOR</p> <p>1 Issue \$225.00 2 Issues \$405.00 3 Issues \$607.50 4 Issues \$810.00 5 issues \$1012.50</p>	<p>Standard size: 2 columns x 4.95 inches Horizontal size: 3.925 inches Vertical size: 4.95 inches</p> <p>COLOR (\$50 more per issue)</p> <p>1 Issue \$275.00 2 Issues \$455.00 3 Issues \$ 657.00 4 Issues \$860.00 5 issues \$1062.50</p>
<p>Quarter Page: 3 columns x 11 inches Horizontal size: 5.5 inches Vertical size: 11 inches</p> <p>COLOR</p> <p>1 Issue \$325.00 2 Issues \$585.00 3 Issues \$877.50 4 Issues \$1,170.00 5 issues \$1,462.50</p>	<p>Quarter Page: 3 columns x 11 inches Horizontal size: 5.5 inches Vertical size: 11 inches</p> <p>COLOR (\$50 more per issue)</p> <p>1 Issue \$375.00 2 Issues \$635.00 3 Issues \$927.50 4 Issues \$1,220.00 5 issues \$1,512.50</p>
<p>Half Page: 5 columns x 11 inches Horizontal size: 10 inches Vertical size: 11 inches</p> <p>COLOR</p> <p>1 Issue \$525.00 2 Issues \$705.00 3 Issues \$907.50 4 Issues \$1110.00 5 issues \$1,312.50</p>	<p>Half Page: 5 columns x 11 inches Horizontal size: 10 inches Vertical size: 11 inches</p> <p>COLOR (\$50 more per issue)</p> <p>1 Issue \$575.00 2 Issues \$755.00 3 Issues \$957.50 4 Issues \$1160.00 5 issues \$1,362.50</p>

<p>Full Page: 5 columns x 21 inches Horizontal size: 10 inches Vertical size: 21 inches</p> <p>COLOR 1 Issue \$825.00 2 Issues \$1005.00 3 Issues \$1207.50 4 Issues \$1410.00 5 issues \$1,612.50</p>	<p>Full Page: 5 columns x 21 inches Horizontal size: 10 inches Vertical size: 21 inches</p> <p>COLOR (\$50 more per issue) 1 Issue \$875.00 2 Issues \$1055.00 3 Issues \$1257.50 4 Issues \$1460.00 5 issues \$1,662.50</p>
ONLINE ADS	SOCIAL MEDIA ADS
Online ads on thechaparral.net when added to an already purchased local or national print issue ad will cost an additional \$75.00.	Social media ads on thechaparral.net when added to an already purchased local or national print issue ad will cost an additional \$50.00.

EXAMPLE

1 Issue Color	\$214.10
Online Ad	\$75.00
Social Media Ad	<u>\$50.00</u>
	\$289.10

- *All COD campus customers receive online advertisements in The Chaparral for no additional costs.*
- *We can customize ad size to your needs.*
- *We can create an ad for an additional fee \$75.*