

Effective Advertising at a price you can afford

Contact the Business &
Advertising Manager:

Brian Kwiecinski, advertising@tucollegian.org

File Formats

All advertisements should be sent in PDF or JPG format at a minimum 300 pixels per inch. Please send files that are accurate in dimensions; files designed in PowerPoint at a 4:3 aspect ratio are not acceptable. We reserve the right to publish mid-sized ads scaled down to the proper width or height of the ad size purchased, even if this means the ad will cover a smaller area than what was paid for.

Deadlines

Print-ready advertisements are due by noon on the Friday before publication.

Payment Options

Please make checks payable to:

The Collegian
600 S College Ave
Tulsa, OK 74104

Credit card payments should be processed through Patricia Joyce: patricia-joyce@utulsa.edu or (918) 631-2554

Ad Format

Cost*

Dimensions

Full Page

\$450

10.25 x 21

1/2 Page

\$300

10.25 x 10.5 or
5.125 x 21

1/4 Page

\$150

10.25 x 5.25 or
5.125 x 10.5

1/8 Page

\$75

5.125 x 5.25

1/16 Page

\$25

5.125 x 2.625 or
2.5625 x 5.25

Classified Ad

\$10

TBD

Ad Insert

\$500

TBD

**Please include an additional color charge of \$80 to add color to all regular ad dimensions.*

Discounts

3 issues 8% discount on total cost

6 issues 12% discount on total cost

9 issues 15% discount on total cost

12 issues 20% discount on total cost

In-House Design

Don't know how to design an ad to the above specifications? Our in-house design team can help! Send your text and high-resolution photos to the address above by the Wednesday before publication at 5 p.m. A \$50 design fee will be added to your invoice for any size ad.



2017 - 2018 Print Schedule

Fall:

August 28
September 4
September 11
September 18
September 25
October 2
October 9
October 16
October 23
October 30
November 6
November 13

Spring:

January 16
January 22
January 29
February 5
February 12
February 19
February 26
March 5
March 12
April 2 (Improve TU)
April 9
April 16

