

THE UNIVERSITY

# RECORD

## ADVERTISING RATES 2005-2006

University rates: \$17.16 per column inch

Non-University rates: \$20.55 per column inch

*Rates rounded to the nearest dollar*

**INCHES**

**COLUMNS**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	-----	-----	-----	\$69/82	\$86/103
1.5	-----	-----	\$77/93	\$103/124	\$129/154
2	-----	\$69/82	\$103/123	\$137/164	\$172/206
2.5	-----	\$86/103	\$129/154	\$172/206	\$215/257
3	-----	\$103/123	\$154/185	\$206/247	\$257/308
3.5	-----	\$120/144	\$180/216	\$240/288	\$300/360
4	\$69/82	\$137/164	\$206/247	\$275/329	\$343/411
4.5	\$77/92	\$154/185	\$232/277	\$309/370	\$386/462
5	\$86/103	\$172/206	\$257/308	\$343/411	\$429/514
5.5	\$94/113	\$189/226	\$283/339	\$378/452	\$472/565
6	\$103/123	\$206/247	\$309/370	\$412/493	\$515/617
6.5	\$112/134	\$223/267	\$335/401	\$446/534	\$558/668
7	\$120/144	\$240/288	\$360/432	\$480/575	\$601/719
7.5	\$129/154	\$257/308	\$386/462	\$515/617	\$644/771
8	\$137/164	\$275/329	\$412/493	\$549/658	\$686/822
8.5	\$146/175	\$292/349	\$438/524	\$583/699	\$729/873
9	\$154/185	\$309/370	\$463/555	\$618/740	\$772/925
9.5	\$163/195	\$326/390	\$489/586	\$652/781	\$815/976
10	\$172/206	\$343/411	\$515/617	\$686/822	\$858/1028
10.5	\$180/216	\$360/432	\$541/647	\$721/863	\$901/1079
11	\$189/226	\$378/452	\$566/678	\$755/904	\$944/1130
11.5	\$197/236	\$395/473	\$592/709	\$789/945	\$1030/1130
12	\$206/247	\$412/493	\$618/740	\$824/986	\$1073/1233

Full-page (5c x 15") = \$1287/1541

<b>1 col = 1.759"</b>
<b>2 col = 3.685"</b>
<b>3 col = 5.611"</b>
<b>4 col = 7.537"</b>
<b>5 col = 9.463"</b>

*Minimum ad size = 4 column inches*

**734.764.4342**

[www.umich.edu/urecord/advertise.shtml](http://www.umich.edu/urecord/advertise.shtml)