



Advertising Rate Sheet

Cost per spot - Rates subject to change without notice
 All rates are for 30-second commercials, 7 days a week

TV: *Option 1:* Choose which day-part(s) you want your ad to be placed. _____

ads/day

Option 2: Wrap your ad around specific shows (ideal for target marketing)

2 AM - 6 AM \$2.00	6 AM - 10 AM \$2.50	10 AM - 2 PM \$2.50
2 PM - 6 PM \$3.00	6 PM - 10 PM \$4.00	10 PM - 2 AM \$3.00

Option 3: Sponsor an original program. Your ad is guaranteed to run in conjunction with the show chosen. Trade agreements upon request.

2 AM - 6 AM \$2.00	6 AM - 10 AM \$3.00	10 AM - 2 PM \$3.00
2 PM - 6 PM \$4.00	6 PM - 10 PM \$5.00	10 PM - 2 AM \$4.00

\$10.00 per spot for special events, such as Homecoming or Tap Day. Many other special events will be offered throughout the year. All above rates then become null and void.

**Commercials are preferred in Raw Digital Video (DV files), AVI, MPEG-1, MPEG-2 (VOB), MPEG-4, and WMV, or still frame Power Point slide.*

**Minimum of \$100 for all television contracts.*

Discounted Rates: 5 weeks 5%
 10 weeks 10%

Website Banner: \$50 - One month ad/logo insertion
 Banner sizes: 100-600 x 150-180 pixels
 502-674 x 60

Custom

Website Video Clip: \$25 - With original program sponsorship

**All commercials, still frames or web ads must be camera-ready.*