

**Driftwood**

University of New Orleans  
 357 Milneburg Hall  
 2000 Lakeshore Dr  
 New Orleans, La 70148  
 (504) 280-6377 Fax (504) 280-6010  
 driftwood.ads@uno.edu  
 www.driftwood.uno.edu

## Advertising Rates Spring 2009

Publication Dates	Advertising Deadlines
Tuesday, January 13, 2009	Thursday, January 08, 2009
Tuesday, January 27, 2009	Thursday, January 22, 2009
Tuesday, February 03, 2009	Thursday, January 29, 2009
Tuesday, February 10, 2009	Thursday, February 05, 2009
Tuesday, February 17, 2009	Thursday, February 12, 2009
Tuesday, March 03, 2009	Thursday, February 26, 2009
Tuesday, March 10, 2009	Thursday, March 05, 2009
Tuesday, March 17, 2009	Thursday, March 12, 2009
Tuesday, March 24, 2009	Thursday, March 19, 2009
Tuesday, March 31, 2009	Thursday, March 26, 2009
Tuesday, April 21, 2009	Thursday, April 16, 2009
Tuesday, April 28, 2009	Thursday, April 23, 2009
Discounts	Production Notes

*Two Times : 5%	<b>Full color Ad - add \$50 for any size</b>
*Four Times : 7%	Physical Size :11.50 x 17
**Pre Payment : 9%	Paste-Up Size : 10.50 x 16

*Frequency discounts should require minor changes to copy	\$200 charge per spot color (no discounts)
**Only applies to advertising of four times or more	Contact Business Manager for PANTONE Color
\$60 ad creation charge	Spot Color (CMYK)
<b>\$50 Cancellation Charge - Contact Business Manager</b>	\$25 ad editing charge (after creation for frequency - discounts apply)

As of January 1, 2009

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## **Sample Sizes and Costs**

*Driftwood* reserves the right to change ad rates at any time.

Please confirm rates with Advertising Representative when making a placement request.



Full Page

10.50 x 16.00  
\$640.00



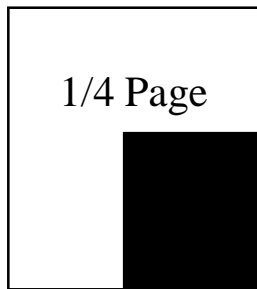
3/4 Page

8.36 x 12.00  
\$480.00



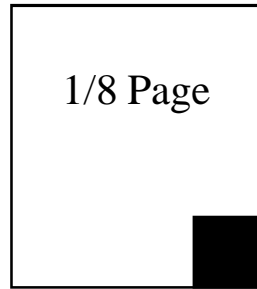
Half Page

10.50 x 8.00  
\$320.00



1/4 Page

5.25 x 8.00  
\$160.00



1/8 Page

2.62 x 4.00  
\$80.00

**Other Ad Sizes  
Based on  
\$8.00 per  
column inch**

**\*Full Color - add \$50 to any size**

**\*\*\* PLEASE CONTACT THE BUSINESS MANAGER AT  
DRIFTWOOD.ADS@UNO.EDU FOR UNO DEPARTMENTAL ADS**

*As of January 1, 2009*