



# The Rider News

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## Online Ad Rates

2009-2010

*Reach a worldwide audience 22 weeks of the academic year.*

The online edition reaches more than 1,000 unique visitors each week at [www.theridernews.com](http://www.theridernews.com).

### Home Page ad rates per week (Friday-Thursday)

Ad Size	Off-Campus	On-Campus*
220 px x 600 px	\$128	\$90
220 px x 400 px	\$102	\$70
220 px x 220 px	\$81	\$56

\*On-campus rates (30% discount) apply to current students, employees and campus organizations. Alumni are entitled to a 15% discount for 1/4 page and up.

### Discounts

All advertisers who appear for 4, 8, or 11 weeks per semester qualify for discounts.

**Discount Rates:** 4 weeks = 5%; 8 weeks = 8%; 11 weeks = 10%

Prepaid ads receive an **additional** 5% discount.

### Acceptable Formats

JPG, GIF or PNG; resolution 72 or 96 ppi; file size no more than 200K.

### Frequency

Advertisements rotate randomly. The frequency with which they are seen will depend on the volume of ads in a given week.