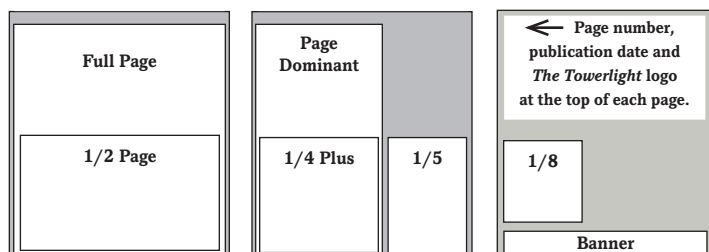


The Towerlight

Spring 2017
ad rates & specs

Print Sizes & Rates: The Towerlight requires prepayment for advertising. We accept checks and all major credit cards.



Towson's campus & community news source reaches 5,000 readers weekly via **The Towerlight** print edition, 4,000 daily via our email newsletter, **Towerlight Today**, and 2,000 daily visitors to **TheTowerlight.com**

For more info, please email: mike@baltimorestudentmedia.com

Size	Width/Height	1x Rate	-10%	-20%
Full Page	10.25" x 12"	\$780	\$702	\$624
Page Dominant	6" x 12"	\$468	\$422	\$375
1/2 Page	10.25" x 6"	\$390	\$351	\$312
1/4 Plus	6" x 6"	\$234	\$211	\$188
1/5	4" x 6"	\$156	\$141	\$125
1/8 Page	4" x 4"	\$104	\$94	\$84
Banner	10.25" x 1.25"	\$150	\$135	\$120

Send us your art:

The Towerlight does not offer art or design services. Please send a press-quality PDF (600 dpi, CMYK)
Email: ads@thetowerlight.com.

Display Discounts:

- 10% off 2 weeks
- * 20% off 4 weeks

Classified ads appear Online and In Print.

30 words for only \$15.

To see current ads, go to TheTowerlight.com and click "Advertising"

Online Ads at TheTowerlight.com

Standard Banner (630 x 80 pixels) – \$70/week

Print Publication Schedule: For each Tuesday edition, our deadline for advertising is the previous Wednesday at noon.

Towerlight Today In addition to our traditional print and online advertising opportunities, *The Towerlight* now offers ad placements in our email newsletter, **Towerlight Today**, which reaches thousands of student, faculty, alumni and community inboxes **every Monday thru Thursday**.

Towerlight Today ads measure 400 x 600 pixels and click thru to your website.

Rates per date:

- One date = \$150
- Two dates = \$125 each
- Four dates = \$100 each



February						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

May						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			