

Print/Web/Interior Advertising Rates

(352) 393-7830 • Effective October 2010

Interior Card Advertising Rates

Represents ad space only. There is a 4-week, 25-card minimum on interior ads. Installation and removal of cards included.

	11" x 17"	11" x 28"	11" x 34"-35"	11" x 42"	11" x 52"	11" x 56"
4 Weeks, 25 Cards (minimum)	\$540	\$680	\$820	\$960	\$1100	\$1220
Each Additional Week	\$135	\$170	\$205	\$240	\$ 275	\$ 305
Cost Per Card, Per Week	\$5.40	\$6.80	\$8.20	\$9.60	\$ 11	\$12.20



sample interior card

Product Specifications

Laminated

- 65# cover stock paper; laminated - 2 sides with a minimum of 3 mil laminate; prefer 5 mil or 10 mil. Encapsulated (ends are sealed) are best for long-term contracts.
- Cards must be 11" high, including lamination and encapsulation. Cards greater than 11" high will not fit in the track.

Non-Laminated

- Polycoated 110lb. cover stock, polystyrene .020 - .040, 125, 150 or 200 lb. tag or 18 point cardboard (good for 1, 2, or 3-color jobs).

Although not required, RTS prefers laminated interior cards. If you do not laminate the cards, please make sure to adhere to the above paper stock/weight requirements.

Interior cards must be delivered to RTS 10 working days prior to the campaign start date.

Print Advertising Rates

Fall and Spring Schedules

Back Cover, Full-Page, 4-color:	\$1250
Full-page, 4-color on Inside Page:	\$1000
Half-page, 4-color on Inside Page:	\$ 550

Summer Schedule

Back Cover, Full-Page, 4-color:	\$900
Full-page, 4-color on Inside Page:	\$700
Half-page, 4-color on Inside Page:	\$375

Semester Combo Rate

Advertisers who run in both fall and spring semester schedules will receive a 5% discount.
Advertisers who run in all three semester schedules will receive a 10% discount.



sample schedule cover

Web Advertising Rates

The RTS website receives an average of 2 million hits per month. Six web banners are available per semester.

Fall and Spring Semesters

Web Banner on RTS Homepage linking to advertiser's website: \$300

Summer Semester

Web Banner on RTS Homepage linking to advertiser's website: \$150

everything you need to know...

www.GO-RTS.com