

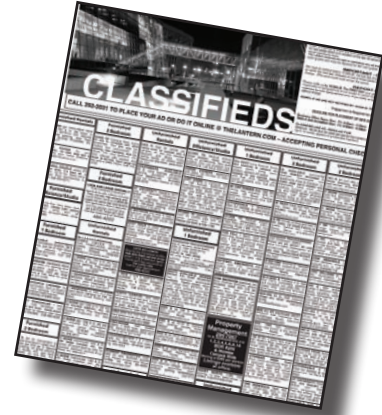
CLASSIFIED ADVERTISING

Classified Line Ads:

Minimum charge is \$9.60 (plus \$.40 per day for *The Lantern* website) for 1-12 words, appearing 1-4 consecutive days. Rates are based on both the number of words and days published.

Classified Display Ads:

The open/agency (non-commissionable) rate is \$14.50 per column inch.



Bulk Contract Rates

The advertiser agrees to use a minimum number of column inches of Classified Display Advertising during a specified period of time.

Minimum Inches	Page Equivalent	Rate
567	3 pages	\$11.40
1134	6 pages	\$11.30
1701	9 pages	\$11.05
2268	12 pages	\$10.70
2835	15 pages	\$10.35
3402	18 pages	\$10.00
3969	21 pages	\$9.65
4536	24 pages	\$9.30

Lantern Classified Columns

Width	In Inches
1 Column	1.1875
2 Columns	2.448
3 Columns	3.7085
4 Columns	4.969
5 Columns	6.2295
6 Columns	7.49
7 Columns	8.7505
8 Columns	10.011
9 Columns	11.25

Terms and Policies

- 1) Any advertiser not fulfilling any contract (frequency or bulk) for any reason will be rebilled at the earned rate.
- 2) Bulk Contract rates do not apply to special issues published by *The Lantern*.

Frequency Rates

Consecutive Publications	Rate per Column Inch
4 - 16	\$12.95
17 - 24	\$12.45
25 or more	\$11.80

Terms and Policies:

- 1) Advertiser must place the same sized ad for consecutive printing days.
- 2) Any ad not placed for a minimum of four consecutive printing days will be charged at the open rate.

the lantern

211 Journalism Building
 242 West 18th Avenue
 Columbus, Ohio 43210-1107
 614-292-2031
 Fax - 614-292-3722
www.thelantern.com