



### CENTRAL MICHIGAN UNIVERSITY ADVERTISING COSTS

Sizes may be structured differently than shown but the diagrams are typical for the most part

**\$28.00**

**1" x 2" = 2"**  
can only be placed in classifieds

**\$56.00**

**2" x 2" = 4"**

**\$126.00**

**3" x 3" = 9"**

#### Other sizes available:

Full page	\$1,764.00
Half page	\$ 882.00
Quarter page	\$ 441.00

2x5" =	\$ 140.00
2x6" =	\$ 168.00
2x7" =	\$ 196.00
2x8" =	\$ 224.00
3x4" =	\$ 168.00
3x5" =	\$ 210.00

To add color to your ad, costs are:

**One color: \$1.50 per col. inch or \$90 ;**  
**Two colors: \$2.50 per col. inch or \$175;**  
**Full color: \$3.50 per col. inch or \$260**

If the same ad is run consecutively for a minimum of three days, after the first day's advertisement the cost for subsequent days decreases.

#### Cost example for 2"x 5" ad:

1 <sup>st</sup> run	\$140.00	
2 <sup>nd</sup> run	\$105.00	(25% discount)
3 <sup>rd</sup> run	\$ 70.00	(50% discount)
<b>Total</b>	<b>\$315 00</b>	

#### Contact:

**CM Life**  
**ATTN: Carly Schafer, CM Life Advertising Representative**  
**436 Moore Hall**  
**Mount Pleasant, MI 48859 — If questions, call (989) 774-2792 or (989) 506-3064**

Dear Recreation Employers:

Our next **Annual Summer Job Fair** will be held **Wednesday, February 13, 2008** in the University Center Rotunda and Terrace rooms from 11 am to 4 pm. In order to inform students of your interest in seeking summer employees, we recommend placing advertisements in our campus newspaper. *CM Life* reaches 97% of the students; no other medium allows you to target the CMU community as effectively (*on and off campus*).

*CM Life* is published every Monday, Wednesday and Friday giving you the chance to reach students well in advance of your arrival here on campus for our Summer Job Fair. ***On the reverse side, we have provided 'display' and 'classified' ad sizes with associated costs to assist in making your advertising decision.***

**PREPARE A "SEPARATE" ADVERTISING CHECK PAYABLE TO CM Life --  
SEND PAYMENT AND COMPLETED FORM (below) TO:**

**ATTN: Mike Graham, Advertising Representative  
CM LIFE  
436 Moore Hall - CMU  
Mount Pleasant, MI 48859**

**Advertising questions should be directed to Mark Graham at (989) 774-2207  
CM Life's fax number is (989) 774-3040**

**Complete this portion of the form and return to the office of "CM Life" for Summer Job Fair advertising, along with payment in full for the type of ad(s) you desire.**

Facility Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_

Advertisement Size: \_\_\_\_\_

Advertisement Content (*or place on a separate page attaching this form*):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date(s) to Run: \_\_\_\_\_  
**(Point of information: Monday and Wednesday usually have more readers)**

Facility Representative's Signature: \_\_\_\_\_