



CTA Northwestern University- NUCATS Interior Ad Rates

Run Length	# Of Ads	Ad Space Cost	Production Cost (includes 20 overage)	Total Cost
4 Weeks	100	\$2,100.00	\$690.00	\$2,790.00
4 Weeks	150	\$3,150.00	\$977.50	\$4,127.50
4 Weeks	200	\$4,200.00	\$990.00	\$5,190.00
4 Weeks	250	\$5,250.00	\$1,215.00	\$6,465.00
4 Weeks	300	\$6,300.00	\$1,440.00	\$7,740.00
4 Weeks	400	\$8,400.00	\$1,890.00	\$10,290.00
8 Weeks	100	\$4,200.00	\$690.00	\$4,890.00
8 Weeks	200	\$8,400.00	\$990.00	\$9,390.00
8 Weeks	300	\$12,600.00	\$1,440.00	\$14,040.00
8 Weeks	400	\$16,800.00	\$1,890.00	\$18,690.00
12 Weeks	100	\$6,300.00	\$690.00	\$6,690.00
12 Weeks	150	\$9,450.00	\$977.50	\$10,427.50
12 Weeks	200	\$12,600.00	\$990.00	\$13,590.00
24 Weeks (6 Months) 201	100	\$12,600.00	\$690.00	\$13,290.00
24 Weeks (6 Months) 402	200	\$25,200.00	\$977.50	\$26,190.00
48 Weeks (12 Months)	275	\$69,300.00	\$1,327.50	\$70,627.50