



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 |