

CLASSIFIED DISPLAY ANNUAL BULK RATES

Open Rate Mon.-Sat. \$22.75; Sun. \$24.75 Per Column Inch

LEVELS	MON-SAT RATE PER INCH	SUNDAY RATE PER INCH
180.....	17.50	19.50
350.....	16.00	17.50
500.....	15.50	17.00
750.....	15.00	16.25
1500.....	14.50	15.75
3000.....	13.75	15.25

CLASSIFIED PAGE MECHANICAL REQUIREMENTS

Classified ad grid is 6 columns to page, 21" deep.
Each column is 1.58" wide with .125" between columns.

1 column.....	1.58 inches wide
2 columns.....	3.29 inches wide
3 columns.....	5.00 inches wide
4 columns.....	6.71 inches wide
5 columns.....	8.42 inches wide
6 columns.....	10.125 inches wide
Double Truck.....	21.125 inches wide

COLOR ADVERTISING RATES

(Charges In Addition To Regular Space Rates)

Multi Color & Black.....\$325

CLASSIFIED IN-COLUMN RATES

OPEN RATES
MINIMUM 4 LINES

1 day.....	3.95 per line per day
2-6 days.....	2.85 per line per day
7-14 days*.....	2.60 per line per day
15-16 days*.....	2.30 per line per day
30 days*.....	2.05 per line per day
Sun	3.70 per line per day

*These rates apply only to ads running consecutive days.

CONTRACT RATES

4 Lines per day.....	1.70 per line
10 Lines per day.....	1.65 per line
15 Lines per day.....	1.60 per line
National Line Rate.....	4.70 per line
In Column Rate.....	4.70 per line

LEGAL ADVERTISING

Per Insertion.....1.95 per line

SERVICE DIRECTORY RATES

5 lines/30 days... 85.00

(includes Daily Reflector, 4 Wednesdays in Accent Extra and 1 week on reflector.com)

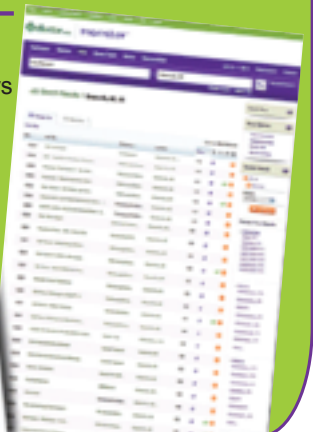
5 lines/14 days/7 days on reflector.com... 55.00

5 lines/7 days/7 days on reflector.com... 35.00

1" display (12 lines)...105.00

(includes Daily Reflector, 4 Wednesdays in Accent Extra and 1 week on reflector.com)

2" display150.00



ADVERTISE ONLINE!

Reach 185,000 Unique Visitors*
And 5 Million Page Views!

CLASSIFIED DEADLINES

Monday.....
 Tuesday.....
 Wednesday.....
 Thursday.....
 Friday.....
 Saturday.....
 Sunday Look.....
 Sunday.....
 Another Look.....

DISPLAY

Thurs. 5 p.m.....
 Fri. Noon.....
 Mon. Noon.....
 Tues. Noon.....
 Tues. 5 p.m.....
 Wed. Noon.....
 Wed. Noon.....
 Thurs. Noon.....
 Thurs. 5 p.m.....

IN-COLUMN

Fri. 2 p.m.....
 Mon. 2 p.m.....
 Tues. 2 p.m.....
 Wed. 2 p.m.....
 Thurs. 2 p.m.....
 Thurs. 4 p.m.....
 Fri. 11 a.m.....
 Thurs 5 p.m.....

NATIONAL RATES

(Commissionable at 15%)

Classified Display.....\$47.00 per inch

In-Column Rates.....\$4.70 per line

RECRUITMENT RATE

Classified Display

Non-Commissionable..... 29.00

In Column Rates

Non-Commissionable..... 3.55

Blind Box..... 70.00



Thanks to The Daily Reflector's partnership with MONSTER, it's easier than ever to find the right candidate. With one call, you can achieve greater visibility, reach the largest local audience and find that perfect candidate faster than ever. For more information on recruitment advertising opportunities call 252-329-9505



AfterCollege is an online professional platform that connects college students, alumni and employers through customized career networks at colleges and professional organizations across the country.