

Merchants.....

Are You Getting Your Share of the Student and University Business?

*It's the
Regular
Advertiser
Who Gets
the
Regular
Trade
of
University
Students,
Faculty,
and Staff*

Increase your sales --- Reach the \$2,840,095 University Registrar's Figures market effectively Through the Oregon Daily Emerald

► Complete Campus Coverage

The Emerald is the only newspaper which effectively covers our campus. Written and edited by students, it is really a part of them.

► Free Services

The Emerald offers free layout, copy, and mat services to all advertisers. The Emerald advertising staff assists in giving your advertising the student appeal and making it **timely** for greatest results. The merchandising staff services local accounts.

► Effectiveness

Oregon students **do** read the Emerald. The Oregon Daily Emerald is read item by item, and a majority of the students do their purchasing through the ads in their own paper. Over 4,000 enthusiastic customers are worth cultivating. Have them read your message in the Emerald.

► Your Campaign

The best results in student sales will be obtained by basing campus merchandising on a definite knowledge of campus events, student opinion, and collegiate trends. The Oregon Daily Emerald brings you a clear, concise account of what is and what will be going on at Oregon--news that will make it possible for you to plan your sales campaigns more effectively.

► Your Budget

Make an allowance for Emerald advertising in your next year's budget. Start the new year right with a program of advertising in the Emerald. It's continuous advertising coverage that counts!

CALL US TODAY. OVER 50 MEMBERS OF THE EMERALD BUSINESS STAFF ARE READY TO SERVE YOU.

ADVERTISING RATES

- (a) Open Space Rate—
Flat Rate: 42c per column inch.
Contract Rate: (Contracted space to be used during one year from date of first insertion).
50-inch contract: 37c per column inch
100-inch contract: 35c per column inch
250-inch contract: 34c per column inch
500-inch contract: 32c per column inch
1000-inch contract: 30c per column inch
1500-inch contract: 28c per column inch
Frequency Rates: (Minimum four column inches per insertion)
One time per week: 33c per col. inch
- Two times per week: 31c per col. inch
Three times per week: 29c per col. inch
Four times per week: 28c per col. inch
Five times per week: 26c per col. inch
- (b) Front Page Rate—Minimum two column inches per insertion; maximum five column inches per insertion.
\$1.00 per column inch.
- (c) Political and Amusement Advertising—(Payable in advance) 50c per column inch.
- (d) Position—No position guaranteed and no additional charges made.
- (e) Minimum display space accepted—1 inch single column.

PUBLICATION DATES FOR REMAINDER OF SCHOOL YEAR

JAN. (19 issues)					FEB. (21 issues)					MARCH (6 issues)					APRIL (21 issues)					MAY (16 issues)									
T	W	T	F	S	T	W	T	F	S	T	W	T	F	S	T	W	T	F	S	T	W	T	F	S					
3	4	5	6	7	10	11	12	13	14	1	2	3	4	5	8	9	10	11	12	15	16	17	18	19	22	23	24	25	26
16	17	18	19	20	23	24	25	26	27	28	29	30	31	*	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
23	24	25	26	27	28	29	30	31		*25 27	28	29	30		31														



Phone 3300

Local 354