

# Belmont Vision

## Ad Rates

615-460-6433

[vision@mail.belmont.edu](mailto:vision@mail.belmont.edu)

The Belmont Vision offers display ads or classified ads and our staff will work with you to determine the best value option to take your message to the fast-growing Belmont campus.

The rates apply to camera-ready ads or electronic ads, which we can take in PDF format. If you'd like for our design team to create your ad, there's an additional charge of 15 percent of the ad rate.

**E-mail files to: [vision@mail.belmont.edu](mailto:vision@mail.belmont.edu)**

### COMMERCIAL ADVERTISERS

Ad size	Dimensions	One time run	3-6 time run	7 or more times running
1/8 page	4"w x 4"h	\$75 each	\$65 each	\$60 each
1/4 page	5"w x 7 "h	\$145 each	\$125 each	\$112 each
1/2 page	5"w x 13.75 "h or 10"w x 7"h	\$270 each	\$235 each	\$215 each
Full page	10"w x 13.75 "h	\$455 each	\$405 each	\$350 each

### CAMPUS ORGANIZATIONS OR COMMUNITY NON-PROFITS

Display ad rates are reduced for clubs, organizations and academic departments on the Belmont campus. The same reduced rates are offered to schools, churches, charitable groups and other non-profit agencies that provide services off-campus.

### CAMPUS or NON-PROFIT ADVERTISERS

Ad size	Dimensions	One time run	3-6 time run	7 or more times running
1/8 page	4"w x 4"h	\$55 each	\$50 each	\$40 each
1/4 page	5"w x 7 "h	\$85 each	\$70 each	\$50 each
1/2 page	5"w x 13.75 "h or 10"w x 7"h	\$160 each	\$145 each	\$130 each
Full page	10"w x 13.75 "h	\$225 each	\$210 each	\$190 each

### Other options

Rates for classified ads, color in display ads and pre-printed inserts are the same for all advertisers. Those rates break down as follows:

#### Classifieds

Charges for classified ads are \$20 for 25 words and 10 cents a word for each additional word, with a \$20 minimum. To provide this low-cost option, *all classified ads must be pre-paid.*

#### Full Color

A full-color ad, the most emphatic way to call attention to your advertising message, is available for an additional charge of **\$225** per ad, whatever the ad size. This fee includes color separation, ink charges and press lockup.

#### Inserts

Inserts of material that you've had printed are another option. The charge is **\$350** for our press run. We will provide the address of the printer so you can have the inserts shipped directly there prior to the publication date.