



Print/Web/Interior Advertising Rates

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(352) 393-7830 • Rates Effective January 2017

Interior Card Advertising Rates

Represents ad space only. There is a 4-week, 25-card minimum on interior ads. Installation and removal of cards included. Cards will be installed on the 5th or 20th of each month or closest work day. Advertiser contracts separately with print/production and graphic vendor of their choice.

	11"x17"	11"x28"	11"x34"-35"	11"x42"	11"x52"
4 Weeks, 25 Cards (minimum buy)	\$680.00	\$820.00	\$960.00	\$1,000.00	\$1,220.00
Each Additional Week	\$170.00	\$205.00	\$240.00	\$275.00	\$305.00
Cost per Card, Per Week	\$6.80	\$8.20	\$9.60	\$11.00	\$11.25



sample interior card



sample schedule cover

Product Specifications

RTS Preferred Interior Card Specifications

HIP Plastic

Print on HIP plastic .040 thickness using Full Color Process

Laminated

65# cover stock paper; 5 mil laminate - 2 sides. Encapsulated (ends are sealed) are best for long-term contracts.

- Final Interior card Height is 11" and Length varies – 17", 28", 34-35", 42", 52" and 56"
- Maintain 1" border around the "Live Area" of the graphic design – keep text 1" from edge
- Track edges will cut off between 1/4" and 1/2" of your design
- Any color or image that goes to edge must go past the edge by 1/8" for bleed.

Interior cards must be delivered to RTS 10 working days prior to the campaign start date.

Interior cards will be recycled at the end of campaign term, unless RTS is notified in advance.

Distribution & Publication Dates & Print Advertising Rates

Fall and Spring Schedules (30,000 printed)

Back Cover, Full-Page, 4-color:	\$1250.00
Full-page, 4-color on Inside Page:	\$1000.00
Half-page, 4-color on Inside Page:	\$550.00

Summer Schedule (25,000 printed)

Back Cover, Full-Page, 4-color:	\$900.00
Full-page, 4-color on Inside Page:	\$700.00
Half-page, 4-color on Inside Page:	\$375.00

Semester Combo Rate

Advertisers who run in both fall and spring semester schedules will receive a 5% discount. Advertisers who run in all three semester schedules will receive a 10% discount.

Issue	Publishes	Deadlines	Distribution
Fall	August	July 7	30,000
Spring	January	November 29	30,000
Summer	May	April 1	25,000

Schedules are distributed throughout the City and University of Florida campus and over 100 apartment complexes.

Web Advertising Rates

The RTS website receives an average of 4 million hits per month. Six web banners are available per semester.

Fall and Spring Semesters

Web Banner on RTS Homepage linking to advertiser's website: \$300.00

Summer Semester

Web Banner on RTS Homepage linking to advertiser's website: \$150.00

Full year long contract all 3 semesters \$405.00