

General Mills - First 25

<u>School</u>	<u>State</u>	<u>Publication</u>	<u>Enroll</u>	<u>Circulation</u>	<u>Frequency</u>	<u>Inch rate</u>	<u>1/8</u>	<u>1/4</u>	<u>1/2</u>	<u>Full</u>	<u>Full Run insert rate</u> @	<u>Maximu insertio</u>
University of Minnesota - Minneapolis	MN	Minnesota Daily	57,894	17,200	Daily	<u>\$24.71</u>	\$247.12	\$494.24	\$988.48	\$1,976.96	\$2,418.75	25,800
Ohio State University	OH	The Lantern	53,000	35,000	Daily	<u>\$17.20</u>	\$270.90	\$541.80	\$1,083.60	\$2,167.20	\$2,812.50	30,000
University of Texas at Austin	TX	The Daily Texan	48,857	30,000	Daily	<u>\$28.94</u>	\$466.73	\$933.45	\$1,866.89	\$3,733.78	\$2,812.50	30,000
Arizona State University	AZ	State Press	43,635	18,000	Daily	<u>\$21.02</u>	\$252.19	\$504.38	\$1,008.77	\$2,017.54	\$1,687.50	18,000
University of Wisconsin Madison	WI	Badger Herald	43,364	20,000	Daily	<u>\$21.67</u>	\$341.34	\$682.67	\$1,365.34	\$2,730.67	\$1,875.00	20,000
Michigan State University	MI	The State News	41,000	37,000	Daily	<u>\$20.40</u>	\$321.30	\$642.60	\$1,285.20	\$2,570.40	\$3,281.25	35,000
Pennsylvania State University	PA	Daily Collegian	40,538	19,500	Daily	<u>\$20.07</u>	\$316.14	\$632.27	\$1,264.54	\$2,529.07	\$1,781.25	19,000
Texas A&M University	TX	The Battalion	39,163	22,000	Daily	<u>\$22.40</u>	\$352.80	\$705.60	\$1,411.20	\$2,822.40	\$2,062.50	22,000
University of Illinois	IL	Daily Illini	38,707	20,000	Daily	<u>\$20.22</u>	\$242.59	\$485.18	\$970.37	\$1,940.74	\$1,500.00	16,000
Purdue University	IN	Purdue Exponent	36,517	21,000	Daily	<u>\$19.82</u>	\$237.89	\$475.78	\$951.55	\$1,903.10	\$1,968.75	21,000
University of Michigan - Ann Arbor	MI	The Michigan Daily	36,230	16,500	Daily	<u>\$26.25</u>	\$413.41	\$826.82	\$1,653.62	\$3,307.25	\$1,546.88	16,500
Indiana University - Bloomington	IN	Indiana Daily Student	36,076	10,500	Daily	<u>\$19.87</u>	\$312.99	\$625.97	\$1,251.94	\$2,503.87	\$984.38	10,500
University of California Los Angeles	CA	Daily Bruin	35,558	20,000	Daily	<u>\$23.20</u>	\$232.00	\$464.00	\$928.00	\$1,856.00	\$1,875.00	20,000
University of Washington	WA	The Daily	35,367	18,000	Daily	<u>\$14.88</u>	\$148.80	\$297.60	\$595.20	\$1,190.40	\$1,593.75	17,000
Wayne State University	MI	The South End	34,945	10,000	Daily	<u>\$16.00</u>	\$252.00	\$504.00	\$1,008.00	\$2,016.00	\$937.50	10,000
Rutgers University - Rutgers College	NJ	Daily Targum	34,420	17,000	Daily	<u>\$17.56</u>	\$175.60	\$351.20	\$702.40	\$1,404.80	\$1,593.75	17,000
University of Florida	FL	Ind. Florida Alligator	34,361	32,000	Daily	<u>\$32.80</u>	\$266.50	\$533.00	\$1,066.00	\$2,132.00	\$3,000.00	32,000
University of Maryland - College Park	MD	The Diamondback	34,000	17,000	Daily	<u>\$19.94</u>	\$317.73	\$635.46	\$1,270.92	\$2,541.84	\$1,781.25	19,000
University of Arizona	AZ	Arizona Daily Wildcat	33,737	20,000	Daily	<u>\$26.47</u>	\$317.67	\$635.33	\$1,270.66	\$2,541.31	\$1,406.25	15,000
University of Houston	TX	Daily Cougar	32,289	13,000	Daily	<u>\$17.44</u>	\$174.40	\$348.80	\$697.60	\$1,395.20	\$1,218.75	13,000
University of Cincinnati	OH	The News Record	31,432	13,000	Daily	<u>\$18.16</u>	\$286.02	\$572.04	\$1,144.08	\$2,288.16	\$1,218.75	13,000
Brigham Young University	UT	Daily Universe	31,108	18,500	Daily	<u>\$20.74</u>	\$326.72	\$653.44	\$1,306.87	\$2,613.74	\$1,734.38	18,500
University of California Berkeley	CA	Daily Californian	31,000	23,000	Daily	<u>\$29.82</u>	\$298.16	\$596.32	\$1,192.64	\$2,385.28	\$2,156.25	23,000
New York University	NY	The Washington Square	30,753	25,000	Daily	<u>\$28.97</u>	\$253.47	\$506.94	\$1,013.88	\$2,027.76	\$2,343.75	25,000
San Diego State University	CA	Daily Aztec	30,593	15,000	Daily	<u>\$25.30</u>	\$202.43	\$404.86	\$809.73	\$1,619.46	\$1,406.25	15,000

Total number of schools = 25	Total Enrollment = 944,544	Total circulation = 508,200	Total rates:	Inch = \$553.86	1/8 = \$7,026.90	1/4 = \$14,053.75	1/2 = \$28,107.48	Full = \$56,214.93	Total insert costs = \$46,996.89	Total insertio = 501,30
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