

General Mills - Second 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>Maxim insertio</u>
University of Iowa	IA	Daily Iowan	30,001	20,500	Daily	<u>\$25.30</u>	\$398.41	\$796.82	\$1,593.65	\$3,187.30	\$1,921.88	20,500
University of South Florida	FL	Oracle	29,912	15,000	Daily	<u>\$23.93</u>	\$194.42	\$388.83	\$777.66	\$1,555.32	\$1,406.25	15,000
Boston University	MA	Daily Free Press	29,387	12,000	Daily	<u>\$23.05</u>	\$230.48	\$460.96	\$921.92	\$1,843.84	\$1,125.00	12,000
University of Kansas Lawrence	KS	Daily Kansan	29,161	15,000	Daily	<u>\$20.50</u>	\$322.94	\$645.88	\$1,291.75	\$2,583.50	\$1,312.50	14,000
San Jose State University	CA	Spartan Daily	28,879	9,500	Daily	<u>\$19.24</u>	\$303.03	\$606.06	\$1,212.12	\$2,424.24	\$843.75	9,000
Florida State University	FL	Florida Flambeau	28,512	19,000	Daily	<u>\$25.38</u>	\$206.25	\$412.49	\$824.98	\$1,649.96	\$1,781.25	19,000
Indiana-Purdue University	IN	IUPUI - Sagamore	28,345	13,000	Weekly	<u>\$23.84</u>	\$371.01	\$742.02	\$1,484.04	\$2,968.08	\$1,218.75	13,000
State University of New York - Buffalo	NY	Spectrum	28,005	12,000	3X Weekly	<u>\$25.96</u>	\$259.60	\$519.20	\$1,038.40	\$2,076.80	\$1,125.00	12,000
California State University Long Beach	CA	Daily Forty-Niner	27,809	10,000	Daily	<u>\$21.60</u>	\$259.20	\$518.40	\$1,036.80	\$2,073.60	\$937.50	10,000
California State University at Northridge	CA	Daily Sundial	27,653	8,000	Daily	<u>\$18.96</u>	\$227.52	\$455.04	\$910.08	\$1,820.16	\$937.50	10,000
Temple University - Philadelphia	PA	Temple News	27,652	10,000	Daily	<u>\$19.71</u>	\$154.00	\$308.00	\$616.00	\$1,232.00	\$937.50	10,000
North Texas State University	TX	The North Texas Daily	27,489	11,000	Daily	<u>\$11.40</u>	\$183.83	\$367.65	\$735.30	\$1,470.60	\$1,031.25	11,000
University of Southern California	CA	Daily Trojan	27,353	10,000	Daily	<u>\$26.60</u>	\$266.00	\$532.00	\$1,064.00	\$2,128.00		
Louisiana State University	LA	Daily Reveille	27,350	19,000	Daily	<u>\$19.71</u>	\$197.12	\$394.24	\$788.48	\$1,576.96		
University of Georgia	GA	The Red & Black	27,176	16,000	Daily	<u>\$22.80</u>	\$359.10	\$718.20	\$1,436.40	\$2,872.80	\$1,500.00	16,000
North Carolina State University	NC	Technician	27,170	15,000	Daily	<u>\$17.00</u>	\$267.75	\$535.50	\$1,071.00	\$2,142.00	\$1,406.25	15,000
University of Akron	OH	Buchtelite	27,079	15,000	2X Weekly	<u>\$21.02</u>	\$331.01	\$662.01	\$1,324.01	\$2,648.02	\$1,406.25	15,000
San Francisco State University	CA	Golden Gater	26,530	10,000	Weekly	<u>\$17.02</u>	\$268.01	\$536.01	\$1,072.01	\$2,144.02	\$937.50	10,000
Iowa State University	IA	Iowa State Daily	26,475	25,263	Daily	<u>\$20.00</u>	\$315.00	\$630.00	\$1,260.00	\$2,520.00	\$1,687.50	18,000
University of South Carolina	SC	The Gamecock	26,435	14,000	3X Weekly	<u>\$23.65</u>	\$381.33	\$762.65	\$1,525.30	\$3,050.59	\$1,312.50	14,000
Eastern Michigan University	MI	Eastern Echo	25,620	10,000	3X Weekly	<u>\$13.86</u>	\$218.36	\$436.72	\$873.43	\$1,746.86	\$937.50	10,000
University of Utah	UT	Daily Utah Chronicle	25,549	18,000	Daily	<u>\$23.34</u>	\$233.44	\$466.88	\$933.76	\$1,867.52	\$1,687.50	18,000
University of Pittsburgh - Pittsburgh	PA	Pitt News	25,461	14,000	Daily	<u>\$21.82</u>	\$130.95	\$261.89	\$523.78	\$1,047.55	\$1,312.50	14,000
University Of Wisconsin Milwaukee	WI	UWMPost	25,212	10,000	2X Weekly	<u>\$16.73</u>	\$167.28	\$334.56	\$669.12	\$1,338.24	\$937.50	10,000
University Of New Mexico	NM	Daily Lobo	25,009	14,500	Daily	<u>\$20.86</u>	\$208.56	\$417.12	\$834.24	\$1,668.48	\$1,312.50	14,000

Total number of schools = 25	Total Enrollment = 685,224	Total circulation = 345,763	Total rates:	Inch = \$523.28	1/8 = \$6,454.60	1/4 = \$12,909.13	1/2 = \$25,818.23	Full = \$51,636.44	Total insert costs = \$29,015.63	Total insert = 309,50
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