



CTA Northwestern University- NUCATS Interior Ad Rates

| Run Length | # Of Ads | Ad Space Cost | Production Cost (includes 20 overage) | Total Cost |
|-------------------------|-----------------|----------------------|--|-------------------|
| 4 Weeks | 100 | \$2,200.00 | \$690.00 | \$2,890.00 |
| 4 Weeks | 150 | \$3,300.00 | \$1,035.00 | \$4,335.00 |
| 4 Weeks | 200 | \$4,400.00 | \$1,080.00 | \$5,480.00 |
| 4 Weeks | 250 | \$5,500.00 | \$1,350.00 | \$6,850.00 |
| 4 Weeks | 300 | \$6,600.00 | \$1,620.00 | \$8,220.00 |
| 4 Weeks | 400 | \$8,800.00 | \$2,160.00 | \$10,960.00 |
| 8 Weeks | 100 | \$4,400.00 | \$690.00 | \$5,090.00 |
| 8 Weeks | 200 | \$8,800.00 | \$1,080.00 | \$9,880.00 |
| 8 Weeks | 300 | \$13,200.00 | \$1,620.00 | \$14,820.00 |
| 8 Weeks | 400 | \$17,600.00 | \$2,160.00 | \$19,760.00 |
| 12 Weeks | 100 | \$6,600.00 | \$690.00 | \$7,290.00 |
| 12 Weeks | 150 | \$9,900.00 | \$1,035.00 | \$10,935.00 |
| 12 Weeks | 200 | \$13,200.00 | \$1,080.00 | \$14,280.00 |
| 24 Weeks (6 Months) | 100 | \$13,200.00 | \$690.00 | \$13,890.00 |
| 24 Weeks (6 Months) | 200 | \$26,400.00 | \$1,080.00 | \$27,480.00 |
| 48 Weeks (12 Months) | 275 | \$72,600.00 | \$1,485.00 | \$74,085.00 |

Updated: Feb 15, 2024