



CTA Northwestern University- NUCATS Interior Ad Rates

Run Length	# Of Ads	Ad Space Cost	Production Cost (includes 20% overage)	Total Cost
4 Weeks	100	\$2,500	\$690	\$3,190
4 Weeks	150	\$3,750	\$1,035	\$4,785
4 Weeks	200	\$5,000	\$1,080	\$6,080
4 Weeks	250	\$6,250	\$1,350	\$7,600
4 Weeks	300	\$7,500	\$1,620	\$9,120
4 Weeks	400	\$10,000	\$2,160	\$12,160
8 Weeks	100	\$5,000	\$690	\$5,690
8 Weeks	200	\$10,000	\$1,080	\$11,080
8 Weeks	300	\$15,000	\$1,620	\$16,620
8 Weeks	400	\$20,000	\$2,160	\$22,160
12 Weeks	100	\$7,500	\$690	\$8,190
12 Weeks	150	\$11,250	\$1,035	\$12,285
12 Weeks	200	\$15,000	\$1,080	\$16,080
24 Weeks (6 Months)	100	\$15,000	\$690	\$15,690
24 Weeks (6 Months)	200	\$30,000	\$1,080	\$31,080
48 Weeks (12 Months)	275	\$82,500	\$1,485	\$83,985

Updated: Jan 10, 2025