

# UCF IS THE 6TH LARGEST UNIVERSITY MARKET IN THE U.S.

**45,000** COPIES PRINTED WEEKLY  
EVERY MONDAY, WEDNESDAY, AND FRIDAY

The *Central Florida Future* is a free broadsheet newspaper distributed to over 200 strategic locations around UCF campuses and the surrounding business community.



**Central Florida Future.com**

*The Student Newspaper at UCF since 1968*

- 95% of college students regularly read their college newspaper.
- Put your business in front of this dynamic market of more than 47,000 students and over 10,000 faculty, staff and employees!

## '08-'09 LOCAL AD RATES

ENHANCE YOUR AD WITH  
**COLOR**

SIZE

COLOR

BLACK

	FULL (126") 6 col. x 21"	1/2 (63") 6 col. x 10.5"	1/3 (42") 6 col. x 7"	1/4 (31.5") 3 col. x 10.5"	1/6 (21") 3 col. x 7"	1/8 (15") 3 col. x 5"	1/16 (8") 2 col. x 4"	1/32 (4") 2 col. x 2"
SIZE	11.13" x 21"	11.13" x 10.5"	11.13" x 7"	5.5" x 10.5"	5.5" x 7"	5.5" x 5"	3.63" x 4"	3.63" x 2"
COLOR	\$2205.00	\$1102.50	\$735.00	\$551.25	\$367.50	\$262.50	\$140.00	\$70.00
BLACK	\$1795.50	\$897.75	\$598.50	\$448.75	\$299.25	\$213.75	\$114.00	\$57.00

## FREQUENCY DISCOUNTS

CONSECUTIVE AD RUN DATES

3 OR MORE ADS	9 OR MORE ADS	30 OR MORE ADS
<b>20% OFF</b>	<b>25% OFF</b>	<b>30% OFF</b>



NON-CONSECUTIVE AD RUN DATES

6 OR MORE ADS	12 OR MORE ADS	18 OR MORE ADS
<b>10% OFF</b>	<b>15% OFF</b>	<b>20% OFF</b>

Local — Color: \$17.50/in. Black: \$14.25/in.  
National / Agency — Color: \$20.05/in.  
Black: \$16.80/in.

ADDITIONAL CHARGE FOR PROFESSIONAL AD DESIGN  
GUARANTEED PAGE PLACEMENT 15% - 35% BASED ON AD SIZE

FOR MORE INFORMATION CALL 407-447-4555 | E-MAIL SALES@KNIGHTNEWSPAPERS.COM

# Publication Calendar

## August 2008

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## September 2008

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## October 2008

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## November 2008

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## December 2008

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## January 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## February 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

## March 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## April 2009

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## May 2009

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## June 2009

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## July 2009

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



# Central Florida Future.com

The Student Newspaper at UCF since 1968

## Inserts

Distribute your pre-printed advertisement inside the **Central Florida Future!**  
**PER THOUSAND FOR FULL RUN (15,000): \$68.25**

Maximum finished size:  
 8.5" x 11", 8 pages or less

INSERT PRINTING AVAILABLE AT COMPETITIVE PRICING



## Display Ad Guidelines

**AD SUBMISSION**  
 Electronically via e-mail is preferred. Send to: ads@KnightNewspapers.com  
 Formats we accept: PDF (preferred), EPS/Illustrator, 200-300 dpi TIFF or JPEG. Color ads may have special requirements, please confirm format.

## Ad Deadlines

Publication day	Space and artwork by (EST)
Monday	Thursday . . . . . 4 p.m.
Wednesday	Monday . . . . . 4 p.m.
Friday	Wednesday . . . . 4 p.m.

## Important Dates

- |                                 |                               |
|---------------------------------|-------------------------------|
| Aug. 25 - Fall classes begin    | Mar. 9-14 - Spring break      |
| Nov. 27-29 - Thanksgiving break | Apr. 28- May 4 - Final exams  |
| Dec. 8-13 - Final exams         | May 7- 9 - Spring graduation  |
| Dec. 15-16 - Fall graduation    | May 18 - Summer classes begin |
| Jan. 7 - Spring classes begin   | Aug. 8 - Summer graduation    |

**407-447-4555**

Fax: 407-447-4556 or e-mail [sales@KnightNewspapers.com](mailto:sales@KnightNewspapers.com)