



THE COLLEGIAN

WWW.THECOLLEGIANUR.COM

@URCOLLEGIAN
ADVERTISING MEDIA KIT

VOLUME 98

INDEPENDENT STUDENT NEWSPAPER FOR THE UNIVERSITY OF RICHMOND SINCE 1914

2011 - 2012

Introduction:

The Collegian aims to serve the University of Richmond community with news they value and need to understand their world, manage themselves effectively and improve their lives through our News, Arts & Features, Opinions, and Sports sections.

Circulation:

The Collegian has a circulation of 3,200 papers viewed by students, faculty and staff members, as well as alumni and parent subscribers from all over the country. Copies of The Collegian are distributed to every building on campus on Thursday afternoons. By advertising in The Collegian, your company is able to market to a specific age group and social environment. According to UR Admissions, 85% of the UR student body is new to the Richmond area. Advertising with the Collegian gives you access to this new and large a potential customer base.

By advertising online, your company is able to market to a larger and more diverse group of internet users. In 2010 our website, www.thecollegianur.com, received 1,110,169 views, with an average of 3,042 views per day. We also have growing social media audiences on Facebook and Twitter.

By advertising in The Collegian your company will become a familiar name to UR students and the larger Richmond community.

85%
of the UR student body
is new to Richmond

➤ According to UR Admissions Office

Print Advertising Rates and Sizes:

Price: Size: width x height

- \$30-** 1 block = 3.2222" x 2.9833"
- \$60-** 2 block vertical = 3.2222" x 6.1333"
2 block horizontal = 6.6111" x 2.9833"
- \$90-** 3 block horizontal = 10" x 2.9833"
3 block horizontal = 3.2222" x 9.2833"
- \$120-** 4 blocks = 6.6111" x 6.1333"
- \$180-** 6 block horizontal = 10" x 6.1333"
6 block vertical = 6.6111" x 9.2833"
- \$270-** 9 blocks = 10" x 9.2833"
- \$450-** full page = 10" x 15.5833"

ADVERTISING		NO. 1
1 block	3.2222" x 2.9833"	
2 block vertical	3.2222" x 6.1333"	
2 block horizontal	6.6111" x 2.9833"	
3 block horizontal	10" x 2.9833"	
3 block horizontal	3.2222" x 9.2833"	
4 blocks	6.6111" x 6.1333"	
6 block horizontal	10" x 6.1333"	
6 block vertical	6.6111" x 9.2833"	
9 blocks	10" x 9.2833"	
full page	10" x 15.5833"	

➤ Prices for Black & White Advertising

Add Color: \$65 surcharge for all print sizes

Don't have an Ad? We'll design it for you!

For an additional 15% of your ad rate, The Collegian will design your ad for you. Client is responsible for providing the text for the advertisement and any logos or graphics you specifically wish to include.

Pre-Printed Inserts:

3,200 inserts: \$475

Send to:
Narrow Passage Press
18084 Old Valley Pike
Edinburg, VA 22824

➤ Delivery is the responsibility of the client.

Classifieds:

\$15: 10-20 words
\$17: 21-30 words
\$25: 31 + ads

Acceptable Design Formats for Print:

The Collegian can accept your ad copy as a JPG, TIFF, PSD or PDF file. Please send your file at no less than 150 dpi. 300 dpi is the preferred resolution.

➤ Highly pixilated (or high resolution) ads may not keep their resolution when published. The Collegian does not accept responsibility for ads sent in format different from the ones deemed acceptable. Additionally if the ad you send us is the wrong size, we reserve the right to ask for you to resize it, or we can reformat it for you for an additional 15% of your ad rate.

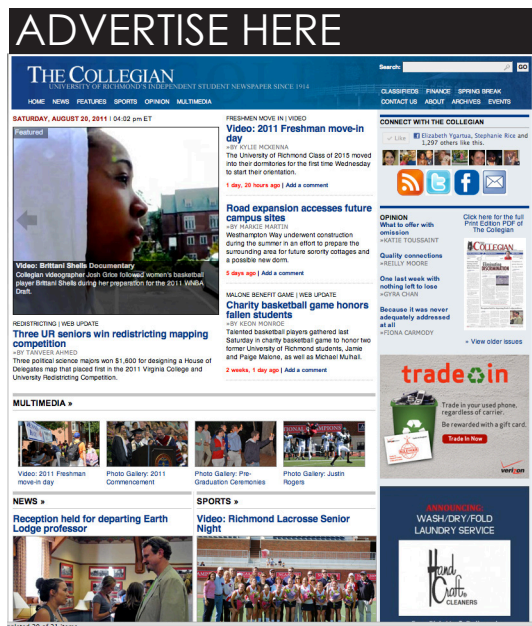
Online Advertising Rates and Sizes:

Price: Size: width x height in pixels

\$350- Leaderboard = 728 x 90

\$200- Square/Sidebar = 336 x 280
300 x 250

➤ All rates listed are in dollars per week. A week includes seven consecutive days: five weekdays and two weekend days. A week starts on Wednesday and ends the following Wednesday. Please have you ad in by Monday at 12 Noon.



3,042
views per day in 2010

1,110,169
total views in 2010

Issue Schedule

2011 FALL RUN DATES

- August 25 *First issue*
- September 1
- September 8
- September 15
- September 22 *Parents Weekend*
- September 29
- October 6
- October 20 *Homecoming*
- October 27
- November 3
- November 10
- November 17

2012 SPRING DATES

- January 19
- January 26
- February 2
- February 9
- February 16
- February 23
- March 1
- March 8
- March 22
- March 29
- April 5
- April 12
- April 19
- April 26

TIMING:

Your ads can run in increments other than one week. Please contact us for details.

TARGETED ADS:

If you are targeting the UR audience, we can serve your ads only to computers inside the UR network. Please contact us for details.

➤ If your ad is not in the pixels listed above, then there will be a \$15 charge for adjustments.

Additional Order Details:

Please email print ads to ur.collegian@gmail.com by Tuesday at 12 p.m. for publication on Wednesday, and online ads by Monday at 12 p.m. Ads may also be sent via USPS to:
The Collegian
28 Westhampton Way
University of Richmond, VA 23173

Discounts:

- Twice run ads- 5% off one ad
- Three or more runs- 10% off one ad
- Purchase of both online and print ads- 25% off most expensive ad

Discounts are only given on payment less than 30 days from invoice date. Discounts do not apply to late payments.

Payment Policy:

All payments must be in the form of a check dated no more than 45 days after the invoice ship date. Checks should be made out to The Collegian.

➤ A finance charge of 1.5% per month (18% annual rate) will be charged after 30 days on past due invoices. The customer is responsible for any additional fees in current in collection of past due invoices.

Advertising rates posted on this site may not be current or accurate.

Any and all insertion orders placed through the Web site are subject to The Collegian's Advertising Rates then in effect.

The Collegian shall not be bound to honor any incorrect advertising rate published herein.

TERMS & CONDITIONS:

-The Collegian reserves the right to edit, revise or reject any advertising.

-All advertising is subject to the approval of the editor-in-chief.

-The Collegian shall be under no liability whatsoever by reason of error for which it may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for as much of the space occupied by the advertisement as is materially affected by the error; and The Collegian's obligation to give such credit shall not apply to more than one incorrect insertion under any contract unless it is notified of the inaccuracy prior to the deadline for repetition of the insertion. In order to qualify for an allowance, claims for errors must be made to The Collegian within thirty (30) days from the date of invoice. The Collegian will make the final determination on the amount, if any, of a credit allowance.

-The Collegian accepts no liability for its failure, for any cause, to insert an advertisement. The Collegian accepts no liability for reductions in circulation or distribution caused by acts of God, strikes, labor disputes, suspension of publication, failure of transportation or any other cause beyond the control of The Collegian.

-All positions of advertisements are at the option of The Collegian. In no event will adjustments, reinstatements or refunds be made because of the position and/or section in which an advertisement has been published. The Collegian will seek to comply with section requests and other stipulations that appear on insertion orders, but cannot guarantee that they will be

followed. Office managers and account executives are not authorized to modify this provision or to guarantee positioning on behalf of The Collegian. The sole person with this authority is the editor-in-chief. --Misclassification of classified ads is not permitted.

-The Collegian reserves the right to convert all advertisements published in The Collegian newspaper into digital and audio-text formats within other Collegian material (i.e. PDF version of the paper)

-The advertiser and/or advertising agency shall pay the cost of composition of advertisements set but not used.

-Charges for changes [not corrections] from original layout and copy will be based on current composition rates.

-The Collegian will not be responsible for errors appearing in advertisements which are placed too late for proofs to be submitted or for errors caused by late delivery of printing material from the advertiser or advertising agency or from a third party designated by the advertiser or advertising agency as a source for printing material.

-Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.

-Cancellations or changes cannot be guaranteed in classified advertising between the time the ad is ordered and the initial publication.

-Multi-insertion orders will be accepted only when in writing. Cancellation of multi-insertion orders must be confirmed in writing.

-The Collegian does not assume any liability for the return of printing material in connection with advertising.

-Claims for errors must be made within 30 days following the publication date.

-Advertisements must be paid for within 30 days of insertion or are subject thereafter to a service fee of 1.5% per month (18% per year) until paid. But certain advertising categories will require prepayment as specified in the rate cards.

-Acceptable forms of prepayment are advertiser or agency guaranteed check. When any part of an account for advertising becomes delinquent, then the entire amount owed shall become due and payable and The Collegian may refuse to publish further advertising. In this event, the advertiser or agency shall pay for advertising space actually used according to the rate earned at the time of delinquency.

-The advertiser and agency shall be jointly and severally liable to The Collegian for the payment of advertisements. Cash discounts are not available.

-Advertisers who have not held contracts before must pre-pay in full the total cost of the contract.

-There will be a \$30.00 charge for any check not honored by the bank. Returned checks must be replaced with cash, bank check or money order within 48 hours of notification. The Collegian reserves the right to withhold further advertising pending receipt of replacement funds.

In the event an account is referred to a third party for collection, the advertiser and the agency agree to pay separately or collectively the collection and/or attorneys' fees and disbursements of The Collegian, as well as the court costs incurred by The Collegian to affect collection.

-Advertising of different products of the same corporation under a general display advertising agreement may be combined to earn the lowest applicable rate.

-Incorrect rates on insertion orders which do not correspond to the rate card will be regarded as clerical errors and the advertisements will be published and charged at the applicable rates in effect at the time of publication.

-Back-dating of contracts is not permitted.

-Contract space must be used by the end of the current academic year or the advertising preceding that date will be short-rated.

-Advertising is accepted by The Collegian subject to all terms and conditions herein.

-Forwarding of an order by the advertiser

constitutes acceptance by the advertiser of all rates and conditions that exist when the advertising is sold by The Collegian, and those of subsequent rate cards. Forwarding of an advertising order also indicates acceptance of the advertising acceptability policies of The Collegian. In the event of a conflict between the advertiser's order and the rate card, the rate card shall govern.

-The terms and conditions of this rate card and all subsequent rate cards are incorporated into every advertising contract between The Collegian and the advertiser and/or agency. Submission of advertising subsequent to the receipt of such a contract constitutes acceptance of the terms and conditions of the contract.

-The Collegian reserves the right to issue new rate cards and to revise its rates in writing, effective no less than five (5) days after distribution of the new rate card and/or written notice of rate changes to the address of the advertisers or agency stated in a contract.

-Contract requests must specify a definite beginning date and are subject to a rate card effective when the contract begins and subsequent rate card increases and modifications. Volume and frequency contract discounts will be earned only on advertising inserted within a University of Richmond academic year. Additionally, a contract is applicable to ads placed within a single advertising category.

-The Collegian maintains an Advertising Department whose function is to examine advertisements before publication to determine if they meet the standards of acceptability The Collegian has developed over the years.

-The final decision to accept or reject an advertisement rests with the editor-in-chief of The Collegian.

-The Collegian may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with The Collegian's standards of decency and dignity.

-If an advertisement contains statements or illustrations that are not deemed acceptable, and that The Collegian thinks

should be changed or eliminated, the advertiser will be notified. The Collegian will attempt to negotiate changes with the advertiser but if changes cannot be negotiated, the advertisement will be declined by The Collegian.

-In addition, an advertisement must sometimes be declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right to privacy, the sale of securities, the sale or rental of real estate, fair employment practices, and political advertising.

-The Collegian maintains clear separation between news and editorial matter and its advertisements. Accordingly, advertisements that include elements usually associated with Collegian editorial matter will not be accepted (for example, but not limited to: Collegian-style headlines, bylines, news-style column arrangements or typography). Additionally, The Collegian reserves the right to label an advertisement with the word "advertisement" when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.