

**The University Times Cool State
Print Display Advertising Rates**

February 3, 2010 V. 2.0

| | | Per Column Inch = (PCI) | 11.28 PCI | 10.72 PCI (5% Disc.) | 9.02 PCI (20% Disc.) | 8.46 PCI (25% Disc.) |
|--------------------------------|----------------------------------|----------------------------|-------------|-------------------------|-------------------------|-------------------------|
| Example: 11.28 x 80 = \$902.40 | | | 1 Insertion | 2-4 Insertions | 5-9 Insertions | 10+ Insertions |
| 1 | Full Page (5 Col. X 16 in.) | 80 Units | \$902.40 ea | \$857.60 ea. | \$721.60 ea | \$676.80 ea |
| 2 | Half Page (5 Col. X 8 in.) | 40 Units | \$451.20 ea | \$428.80 ea. | \$360.80 ea | \$338.40 ea |
| 3 | Quarter Page (5 Col. X 4 In.) | 20 Units | \$225.60 ea | \$214.40 ea | \$180.40 ea | \$169.20 ea |
| 4 | Eighth Page (5 Col. X 2) In) | 10 Units | \$112.80 ea | \$107.20 ea | \$90.20 ea | \$84.60 ea |

Sample Configurations

| | 1 | 2 | 3 | 4 |
|----------------------|------------------|------------------|---------------------|-------------------|
| | Full Page | Half Page | Quarter Page | Eight Page |
| Example: 80 Units | | | | |
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| | | | 40 Units | 20 Units |

Side Note:
1 column is 2 inches
across →
& 1 inch down ↓

General Information

- No. of Columns (width) X No. of inches vertically (depth) times Price Per Inch is how we calculate your ad charges.
- We refer to one column inch times one column width as one "unit".
- No matter what the configuration of your page, you may always propose an ad that is not in these configurations. For example, you could propose an advertisement of 6 "units", which could be either 2 columns wide by 3 inches deep, or 3 columns wide by 2 inches deep.
- We are always eager to discuss longer term, higher numbers of insertions. If it is clear that you will want to advertise in every issue for a minimum of two academic quarters, we can negotiate significant discounts.

Mechanical & Production Requirements

1. The University Times is a 5 column wide by 16 in deep tabloid sized publication
2. One column is 12 picas (2") wide. While this is the official width of the column, we have some very minor flexibility regarding borders or outlined ads that don't fit exactly in the 12 pica X 1 Column Inch format.
3. Minimum size for display advertising is 4 column inches
4. For halftones, a 85 line screen is preferred. Especially, if your ad contains photographic elements, in order for them to print properly, they need to be screened at either 85 lines per inch or 150 DPI Velox. (If you don't know what these parameters are, we can help you understand them, or you can refer to your own graphic designer.)
5. We are not currently organized to produce camera ready advertisements. However, under certain circumstances, we may be able provide some limited assistance:
6. You will need to contact the Advertising Representative at least 10 days prior to the issue's deadline. You can send all your text and graphics to universitytimes@yahoo.com and mlucasan@coolstatela.com
7. Our graphic design production rate is \$50/Hr., in ½ hr. increments, with a minimum of one half hour billable prior to the insertion date. If you use our graphic designers to compose and compile your advertisement, you will be provided with one proof prior to publication. You may request minor changes based on that proof – incorrect phone number listed, name misspelled, copy is incorrect, etc.. Those changes that can be remedied in 30 minutes or less will be allowed on a one time per insertion basis. If you require more work on your advertisement, you will be charged the regular graphic design rate noted above.
8. Space reservations/insertion orders must be received by the close of business, one week prior to the news stand date. For example, if the issue is scheduled with a newsstand date of Sept. 27, space reservations have to be received and confirmed by the close of business Sept. 20.
9. Final materials are due at the end of business 48 hours prior to the newsstand date. Thus if your add is to appear in the Sept. 27 issue, materials (camera ready!) must be received no later than the end of business on Sept. 25.
10. Non-commercial campus based advertisements (promoting a campus enterprise, department, meeting, event or the like) receive a 30% discount of their total contract.
11. Commercial campus passed advertisements (CSULA Federal Credit Union, Barnes & Noble, Burger King, etc.) will receive a 15% discount on their total contract.
12. Inserts: We are happy to accommodate inserts into the paper based on the following prices and guidelines:
13. We can only place inserts in the entire run of the publication (no 50% inserts, for example).
14. You will need to provide 2K copies of the insert
15. The insert must be approved IN WRITING by the Advertising Representative of the University Times prior to insertion.
16. The inserts must be received at the printer (do not send them to the UT office!) no later than 48 hours before the news stand date of the paper. We will provide printer information when the insert is approved.

Insert Rates

| Single Sheet | Multiple Sheet |
|---------------------------|--|
| (Not Larger than 11"X17") | (Final folded piece not Larger than 11"X17") |
| \$391.90 per 2,000 | \$662.00 per 2,000 |

Print Classified Advertising Rates February 3, 2010 V. 2.0

Classified advertisements of **15 words or less** in our Kiosk section start at \$15 .00 each. Each additional word is charged at \$0.50 per word. Multiple insertion rates are available for consecutive ad insertions only.

Classified Rates

| | |
|--------------------------------|---------|
| 1 Issue | \$15.00 |
| 2-3 Issues | \$12.00 |
| 4-9 Issues | \$10.00 |
| 10 Issues (Run of the Quarter) | \$8.50 |

We can also add a bold outline to your classified add for a nominal fee:

| | |
|--|---------|
| <p>Three Inch Classified Comfortably Fits up to 75 words 1 Col. X 3 " This is approximately the size of the 75 word box. Note that this is measured in 6 point type, which may not be the size of the final type used in the classified advertisement. This advertisement is large enough to fit two or three sentences, plus possibly other images in this sized space. You may also use combinations of words and graphics.</p> | \$45.00 |
| <p>Two Inch Classified Comfortably Fits 1-50 words 1 Col. X 2" – While this is a smaller box, you can still fit a lot of information here. In addition to the details of your ad, you can also fit a small image in this space, or run multiple insertions.</p> | \$30.00 |
| <p>One Inch Classified Comfortably Fits 1-25 Words 1 Col X 1" – This is our smallest classified ad.</p> | \$20.00 |

Other Information

We can also add your photo to some classified advertisements; call for prices and technical directions.

1. All classifieds running in the University Times will also automatically run on our online partner website "CoolStateLA.com"
2. Advertisers signing contracts of \$100 or more will receive one 1X3" classified advertisement for free.
3. All classified advertisements are subject to language and content restrictions. We cannot run classified advertisements that advocate or incite prejudice or violence against any group. We are unable to run classified advertisements that are deemed sexual in nature.

OTHER INFORMATION

1. **Color:** While we are not currently set up to accept color advertising on a regular basis, we will accept colored ads at a rate of \$115 per color (CYMK) or \$462 for full color, regardless of the ad size.
2. **Advertising Artwork:** Our normal procedure for receiving advertising artwork is for the advertiser (or their agency) to email us a PDF file of the advertisement to run in the paper, along with an insertion order or contract number. (Send all materials to UniversityTimes@yahoo.com and mlucasan@coolstatela.com)
3. **Make-Good:** we have a very liberal make-good policy. If for some reason your ad did not run as expected, and it is clearly spelled out in either an insertion order confirmed by us or a contract agreed to by both you, the advertiser and us, the paper, we will reserve double the space in future editions at your convenience, subject only to space availability (we can't bump another client's ad to run yours). This means that you may either run an ad that is twice the size of your original ad, or two ads of the same size – to be used at your discretion. We also reserve the right to negotiate other compensation arrangements as well.
4. **Position Premiums:** there is a 15% position premium on advertisements 40 units or larger which request placement on any of the first two pages of the University Times.