

there's only one paper — shouldn't your ad be in it?

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FLYER NEWS

flyernews.com

ratecard
2009-2010

ADVERTISING POLICY

Flyer News reserves the right to reject, alter or omit advertisements. Advertisements must conform to the policies of *Flyer News* and must best serve the paper's readers. Advertising representatives will not knowingly accept fraudulent, dishonest or misleading advertisements. *Flyer News* reserves the right to refuse advertising that does not conform to the published advertising policy.

RATES

Local Advertising is \$12 per column inch

National Advertising is \$14 per column inch

Flyer News describes a local advertiser as one located in the immediate Dayton vicinity. The local rate does not apply to national companies advertising for a local outlet.

SUBMISSION GUIDELINES

Flyer News stipulates that it is the advertiser's responsibility to follow all submission guidelines as follows. For more information, see back.

All ads must be the correct proportions for the space purchased. Ads that are not the correct proportion will be shruken or enlarged to fill the space without regard to the advertisement's imagery or copy. Advertisements will not be retyped, redesigned, rearranged or otherwise reformatted unless prior discussion is made with business department.

Ads may be delivered over CD-ROM or e-mail. Ads may be accepted in the following formats: PDF, JPG, BMP, GIF, PSD. While classifieds can be accepted through fax, faxes of ads will not be accepted.

If ads are not submitted by deadline, the advertiser may be responsible for an additional 20% of the ad's original cost. Ads that present exceptional difficulty will be subject to a \$10 charge at the discretion of the art director.

PUBLICATION SCHEDULE

Flyer News publishes twice a week, with issues released Tuesday and Friday. Twenty issues are published each semester, which allows for breaks coinciding with university holidays. See back for a complete listing of publication dates.

Flyer News publishes 5,000 copies of each issue, which are distributed to approximately 25 campus locations.

DEADLINES

Flyer News often fills its advertising quota before deadline. Because of space limitations, potential advertisers should resserve space early for ensured placement. All cancellations must be made five (5) business days prior to the issue date. Cancellations after this date may be charged 20% of full price. Material not delivered to the office by deadline will not run.

DISPLAY ADVERTISING FOR **TUESDAY'S FLYER NEWS** MUST BE RECEIVED BY **9 A.M. THE PRECEDING FRIDAY.**

DISPLAY ADVERTISING FOR **FRIDAY'S FLYER NEWS** MUST BE RECEIVED BY **9 A.M. THE PRECEDING TUESDAY.**

COLOR AND DESIGN

Flyer News provides spot color advertisements at a cost of \$55 per additional color. This price may be raised at the discretion of the production department.

Flyer News will design an advertisement for 10 percent (10%) of the cost of the ad. This design can be used multiple times for no additional cost. Arrangements for this must be made at least one deadline in advance.

DISCOUNTS

Flyer News offers a discount on ad insertion costs **only** to local advertisers. Local discounts do not apply to national companies advertising for a local outlet.

-All local advertisers who contractually agree to five insertions receive a ten percent (10%) discount.

-All local advertisers who contractually agree to ten insertions receive a fifteen percent (15%) discount.

-All on-campus offices and organizations receive a fifteen percent (15%) discount on all insertions.

-All local advertisers who contractually agree to ten insertion orders before September 21st will receive two free insertions.

PREPRINT INSERT RATE AND POLICY

Flyer News accepts preprinted inserts at a rate of \$100.00 per thousand. Discounts are available through a pre-determined contract. Contact our offices to make an arrangement. All preprints must be received to our printer at least seven (7) days prior to publication. Clearly mark the issue in which the preprint is to be inserted.

Send preprint inserts to:

Flyer News
Attn. Dallas Callahan
1455 W. Main St.
Tipp City, OH 45371

TERMS OF PAYMENT

All rates are net to newspaper. All bills are payable thirty (30) days after receipt.

Send all display advertising payment to:

Flyer News

Kennedy Union Rm 232

University of Dayton

Dayton, OH 45469-0626

It is essential to return a copy of the invoice or the invoice number with payment to ensure proper credit.

If the cost of an ad is below \$10.00, payment must be received before ad will be printed.

CLASSIFIED ADVERTISING

Classified advertisements are available at a rate of \$0.50 per word per issue and \$0.60 per word per issue when selling or renting property. There is a \$2.50 minimum.

The Classified section of *Flyer News* is arranged into three subsections: Housing, Help Wanted and Miscellaneous. Ads will be separated into these categories appropriately.

Words can be put into bold or italic type at no additional cost if requested.

Local advertisers who place a classified ad ten issues in a row will receive a ten percent (10%) discount. Ads can be cancelled but CANNOT be refunded.

Send all classified advertising to:

Flyer News
Kennedy Union Suite 232
University of Dayton
Dayton, OH 45469-0626

advertising@flyernews.com

LIABILITY

Flyer News maintains that advertisers and their agencies agree to assume liability for the content of all ads printed and all claims made against *Flyer News* and its staff based on said advertising content.

Flyer News reserves the right to edit or reject any copy that the advertising manager or executive editor determines to be in poor taste or judgment.

Flyer News is not liable for poor reproduction by our printer or slight changes that do not lessen the value of the ad.

STAFF AND CONTACTS

Kelsey Cano, *Editor in Chief*

(937)229-3878

Lauren Lecklider, *Advertising Manager*

(937) 229-3813

Kirstie Snyder, *Business Manager*

(937) 229-3813

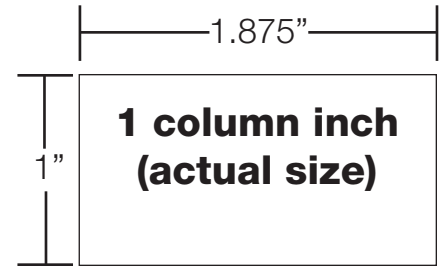
advertising@flyernews.com

www.flyernews.com

fax: 937-229-3893

MEASUREMENT

The paper's width is measured according to columns and the paper's height is measured according to inches. One page in the paper is 5 columns wide and 13 inches high. As each column is 1.875 inches, the total one-page dimension is 10.25 x 13 inches.



CALCULATING PRICE

Local Advertising is **\$12** per column inch
National Advertising is **\$14** per column inch

In order to calculate price:

Width in columns x height in inches x rate

For example:

A 2x6 ad (2 columns wide and 6 inches high) from a local advertiser would cost:

$$2 \times 6 \times 12 = \$144$$

Basic ad sizes:

Full page, 5 columns x 13 inches= \$780 (\$910)

Half page, 5 columns x 6.5 inches= \$390 (\$455)

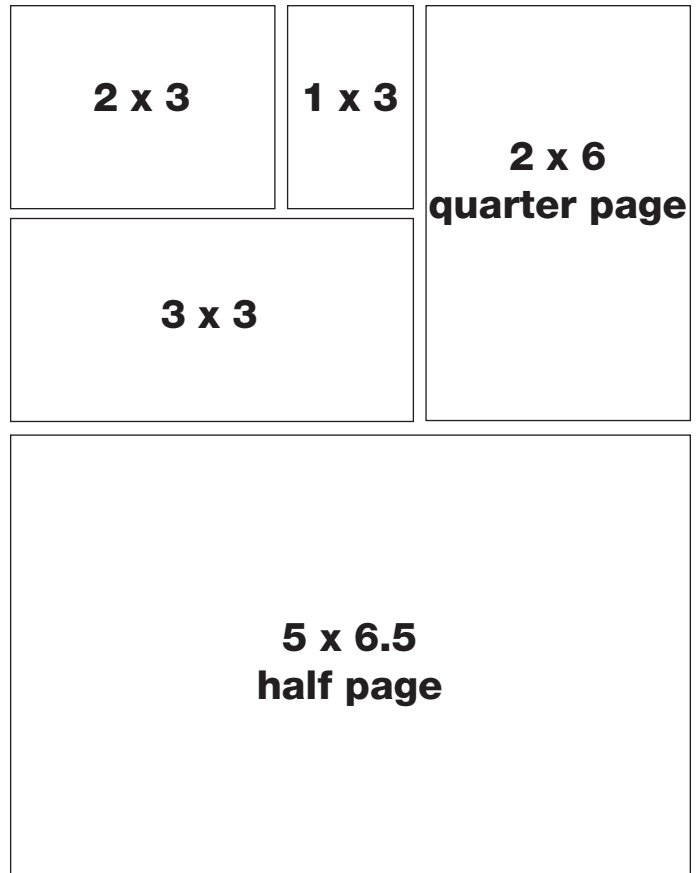
Quarter page, 2 columns x 6 inches= \$144 (\$168)

Business card size, 2 columns x 2 inches= \$48 (\$56)

All submitted ads must maintain correct proportions. If your ad is not this size, please measure it and choose proportions that will fit. Otherwise, the ad will be shrunk or enlarged as necessary. See "submitted guidelines" or the inside of this card for more information.

sample sizes, in proportion to page

*other sizes are available upon request



PUBLICATION DATES

First Semester Publication Dates

- | | |
|---------------------|---------------------|
| 1-Tuesday, Sept. 1 | 12-Tuesday, Oct. 27 |
| 2-Friday, Sept. 4 | 13-Friday, Oct. 30 |
| 3-Friday, Sept. 11 | 14-Friday, Nov. 6 |
| 4-Tuesday, Sept. 15 | 15-Tuesday, Nov. 10 |
| 5-Friday, Sept. 18 | 16-Friday, Nov. 13 |
| 6-Tuesday, Sept. 22 | 17-Friday, Nov. 20 |
| 7-Friday, Sept. 25 | 18-Friday, Dec. 4 |
| 8-Friday, Oct. 2 | 19-Tuesday, Dec. 8 |
| 9-Tuesday, Oct. 6 | 20-Friday, Dec. 11 |
| 10-Friday, Oct. 16 | |
| 11-Tuesday, Oct. 20 | |

Second Semester Publication Dates

- | | |
|---------------------|---------------------|
| 21-Friday, Jan. 8 | 33-Friday, Mar. 12 |
| 22-Tuesday, Jan. 12 | 34-Tuesday, Mar. 16 |
| 23-Friday, Jan. 15 | 35-Tuesday, Mar. 23 |
| 24-Tuesday, Jan. 19 | 36-Friday, Mar. 26 |
| 25-Tuesday, Jan. 26 | 37-Tuesday, Mar. 30 |
| 26-Friday, Jan. 29 | |
| 27-Tuesday, Feb. 2 | 38-Friday, Apr. 9 |
| 28-Friday, Feb. 5 | 39-Tuesday, Apr. 13 |
| 29-Friday, Feb. 12 | 40-Tuesday, Apr. 20 |
| 30-Tuesday, Feb. 16 | |
| 31-Tuesday, Feb. 23 | |
| 32-Friday, Feb. 26 | |

*no one is in the office during breaks.

Winter break: Dec. 19–Jan. 4

Midterm Break: Feb. 27–March 7

Easter Break: March 31–Apr. 5