



THE MURRAY STATE NEWS 2017-18 RATE CARD



111 Wilson Hall • Murray State University • Murray, Ky
Phone (270) 809-4478 • Fax (270) 809-3175

Who are we?

The Murray State News helps advertisers direct their message to the University community and beyond with its 4,500 circulation weekly newspaper and daily online editions. There is no other media source more equipped to communicate with students.

What separates us from other publications?

At Murray State University, we focus on providing the local, relevant, targeted news content that students, faculty, and surrounding members of the community want to read. Our staff is highly dedicated to reaching our 10,000+ students from across the nation and world, and we are equally dedicated to growing the businesses who want to reach those demographics.

Call 270-809-4478 and let our award-winning advertising staff help tailor an advertising campaign to help you reach your target market.

Advertising Rates

Local **\$7.10 per column inch**

National **\$7.10 per column inch**

Preprinted Inserts

Net Charge is \$375.

Inserts must be contracted for one week in advance and arrive at least four days prior to the publication date.

Ship inserts to **The Murray State News**, c/o The Murray Ledger & Times, 1001 Whitnell Ave., Murray, KY 42071.

Color Rate Policy (Additional fee):

Full Color \$60

Political advertisements must be paid in advance.

Display advertising volume discounts:

Frequency Discounts: By signing a frequency contract, the advertiser can reduce costs. When an advertiser agrees to run an ad in a minimum of 14 issues during the academic year, the regular column inch rate is reduced by 15 percent. An advertiser who agrees to run an ad in a minimum of 20 issues during the academic year will receive a 25 percent discount off the standard local rate. Sales representatives can help their clients complete a frequency contract.

Campus & Non-profit Organizations: All registered organizations, departments and offices of Murray State University, along with 501(3)(c) organizations will receive a 25 percent discount for all display advertising.

Billing

Invoices are mailed on the 15th of each month and are payable when received. We can extend no credit.

Any business failing to make payment within 30 days of the date of the invoice will be assessed a 1.5 percent late charge per month on previously billed ads. If the advertiser did not run an ad in the current month the minimum finance charge will be 50 cents.

Any business failing to make payment within 90 days of the date of the invoice will be required to prepay for future advertising.

Advertisers needing tearsheets should indicate this need to the sales representative when the ad is placed.

The advertiser must notify the advertising manager or advisor within 5 days after an error occurs for adjustments or a "make-good" ad to be considered.

Contact Us

Connor Jaschen, **Editor-in-Chief**, (270) 809-6877

Iqra Ilyas, **Ad sales manager**, (270) 809-4478

Austin Gordon, **Ad production manager**, (270) 809-5877

Dr. Stephanie Anderson, **Adviser**, (270) 809-3937

Orville Herndon, **Billing**, (270) 809-4491

Arrangements for meeting with sales representative may be made by calling (270) 809-4478. A representative will assist the advertiser in the preparation of an ad.

Publication Dates

Fall 2017:

August 24
August 31
September 7
September 14
September 21
September 28
October 12
October 19
October 26
November 2
November 9
November 16
November 30

Spring 2018:

January 18
January 25
February 1
February 8
February 15
February 22
March 1
March 8
March 15
March 29
April 5
April 12
April 19
April 26
May 3

The News reserves the right to change publication dates.

Important Dates

Fall Classes Begin	Aug. 15
First Fall Issue	Aug. 24
Labor Day	Sept. 4
Family Weekend	Sept. 22-24
Fall Break	Oct. 5-6
Homecoming	Oct. 28
Thanksgiving Break	Nov. 22-24
Fall Classes End	Dec. 1
Fall Finals End	Dec. 8
Commencement	Dec. 9
Spring Classes Begin	Jan. 16
First Spring Issue	Jan. 18
Spring Break	March 19-23
Spring Classes End	May 4
Spring Finals End	May 11
Commencement	May 12

Deadlines

Space Reservation.....	Monday, noon
Ad Copy (The News builds)	Friday, 5 p.m.
Ad Copy (camera-ready).....	Monday, 5 p.m.
Cancellation	Tuesday, 5 p.m.

Deadlines correspond to named week day immediately before Thursday publication.

Cancellation of any ad made after the deadline will be charged for half the cost of the original ad.

3x4 \$85.20	3x10 (quarter page) \$213.00	6x21 (full page) \$894.60
3x5 \$106.50		
6x10 (half page) \$426.00		
2x8 \$113.60	2x2 \$28.40	2x5 \$71.00
	2x3 \$42.60	

Mechanical Measurements

regular paper (broadsheet)

- 1 column - 1.78 inches
- 2 column - 3.72 inches
- 3 column - 5.66 inches
- 4 column - 7.61 inches
- 5 column - 9.55 inches
- 6 column - 11.5 inches

special sections (tabloid)

- full page - 10.2" wide x 10.9" tall
- half page - 10.2" wide x 5.4" tall
- half page vertical - 5" wide x 10.9" tall
- quarter page - 5" wide x 5.4" tall
- business card - 5" wide x 2.55" tall

Ad Formats & Depth

Advertisements that are submitted electronically must be in one of the following formats: PDF, EPS, InDesign, Photoshop, TIFF, JPEG. TIFF and JPEG files should have at least a 300 dpi resolution to ensure a quality reproduction.

Any ad larger than 18 inches deep will run as a full page.

Special Services

The Murray State News will create ads and provide photography for advertising purposes at no additional charge. Advertisements created by this paper remain the property of The Murray State News.

Special Sections

Special sections will be produced on a periodic basis. The following sections are scheduled for 2017-18. The Murray State News reserves the right to change the schedule. Contact a sales representative for additional information or deadlines.

Scheduled sections:

Fall 2017:

Football
Homecoming
Basketball
Holiday

Spring 2018:

Menu
Housing
Best of Murray
Welcome

Special sections pricing

Full page.....	\$210
Half Page Horizontal.....	\$120
Half Page Vertical	\$120
Quarter Page Horizontal.....	\$60
Quarter Page Vertical.....	\$60
Business Card.....	\$30
Front Corner.....	\$400
Back Cover.....	\$260
Inside Front Cover.....	\$230
Inside Back Cover.....	\$230

Advertisers may receive a five percent discount off the prices listed above by agreeing to run ads in at least three of the sections. A seven percent discount off the prices list above is available for those who agree to run an ad in at least six of special sections.



Pricing

Position	weekly price	monthly price
1a	\$85	\$306
1b	\$70	\$252
1c	\$50	\$180
1d	\$35	\$126
2a	\$85	\$306
2b	\$70	\$252
2c	\$50	\$180

Weekly ads will be displayed from 12:01 a.m. Thursday through 11:59 p.m. on the following Wednesday on the home page of TheNews.org. Ads receiving the monthly price will run for four weeks from the beginning Thursday date scheduled by the advertiser. The advertiser may change ad content four times during the monthly run.

The positions displayed are approximate locations for a desktop browser. Ad positioning will vary on mobile devices depending on the size of the screen viewing the ad. Check with your account rep. for details.

Location availability is scheduled on a first-come-first-serve basis. If a particular ad position is unavailable for the desired date, the advertiser will be asked to choose a different location. The pricing of the alternate location will apply.

Since TheNews.org operates on an ongoing basis, an ad position may be scheduled up to a year in advance.

Contract/Copy Regulations for all publications of The Murray State News

The Murray State News cannot accept ads that are considered by The News to be libelous, obscene, in poor taste, or in violation of law.

The Murray State News reserves the right to refuse any ad.

Advertisers may cancel ads up to and no later than the stated cancellation date.

Advertisers whose ads are received too late for publication will be notified by a member of The News staff. The advertiser may inform the sales representative at that time if the ad is to be held for the next open issue.

Advertisements having the appearance of editorial material must be identified as "Paid Advertisement" at the top of the ad.

Advertisements will not be accepted for upside-down placement.

The Murray State News must have a signed model release from persons pictured in photos submitted by advertisers for publication.

The Murray State News must have a signed signature release from persons whose names are being used in an ad to endorse a product or cause.

The Murray State News is not responsible for photographs or other material for advertisements which are left with The Murray State News after 10 days.

Political advertising is payable in advance and must carry the names of the individuals or organizations paying for the ad and will be billed at the open rate. Student Government Association election ads are also payable in advance and will be billed at the 25 percent on-campus discounted rate.

An advertiser can pay a 25 percent premium to guarantee specific page position otherwise page position can not be guaranteed.

The advertiser will not be charged for an ad containing an error made by The Murray State News staff or the printer if the error causes the ad to misrepresent the merchant to the extent that the readers are misled by its meaning. However, if a corrected ad is published, the advertiser must pay for the corrected ad.

The Murray State News assumes no responsibility for ad errors beyond the cost of space occupied by the ad in which the error occurred. "Corrected" ads will run, when appropriate, before billing adjustments are made.

Billing adjustments will be determined based on what percentage an error detracts from the effectiveness of the total advertising message, as determined by the The Murray State News adviser.

The advertiser must notify The Murray State News within 5 days after the error occurs for adjustments or a "make-good" ad to be considered.

It is not possible to cover fully the wide variety of advertising practices by specific policy in a card of this type. Questions not answered in this rate card should be referred to the advertising manager or adviser. Specific problems will be dealt with on a case-by-case basis.