



# THE MURRAY STATE NEWS

## 2019-2020 Rate Card

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

### About Us

The Murray State News helps advertisers direct their message to the University community and beyond with its 4,200 circulation weekly newspaper and daily online content: social media, newscast and podcast, sponsored content and outdoor advertising. There is no other media source more equipped to communicate with students.

The News focuses 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.

### Contact Information

Megan Reynolds, **Editor-in-Chief**, (270) 809-6877  
Connor Dame, **Ad sales manager**, (270) 809-4478  
Bryce Anglin, **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.

### Billing

Invoices are mailed monthly 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 adviser within 5 days after an error occurs for adjustments or a "make-good" ad to be considered.**

### 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.

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.

### Newspaper Drops

5th & Main Coffee  
Best Western  
Big Apple  
Boone's Laundry  
Brookdale Place  
Burrito Shack  
Calloway County Public Library  
Campus Evolution North  
Campus Evolution South  
Center for Health and Wellness  
Chamber of Commerce  
Equine Instructional Facility  
Fazoli's  
Future Grounds  
Holiday Inn  
Hungry Bear  
Mr. Gatti's  
Murray Bank  
Murray Calloway Transportation Authority  
Pagliai's  
Parker Ford  
Quality Plus Auto Care  
Shaffer Coffee Co.,  
Sirloin Stockade  
Spring Creek Health Care  
Springhill Suites  
The Retreat  
Trends and Treasures

#### On-Campus locations:

Alexander Hall  
Applied Science Bldg.

Bauernfeind Wellness Center  
Blackburn Science Bldg.  
Business Bldg-North  
Central Receiving  
CFSB Center Lower  
CFSB Center Upper  
Clark Hall  
Curris Center  
Doyle Fine Arts Ctr.  
Easley Alumni Building  
Elizabeth Hall  
Facilities Mgt.  
Faculty Hall  
Franklin Hall  
Hart Hall  
Heritage Hall  
Hester Hall  
I & T Building  
Lowry Ctr.  
Mason Hall  
MSU Police  
Regents Hall  
Richmond Hall  
Science Complex  
Sparks Hall  
Springer Hall  
Stewart Stadium  
Waterfield Library  
Wells Hall  
White Hall  
Wilson Hall  
Winslow Cafeteria

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.

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.



# THE MURRAY STATE NEWS

## Ad Prices

	regular	10% discount	20% discount
<b>Standard Sizes</b>			
full page	\$ 511.50	\$ 460.35	\$ 409.20
half page-vertical	\$ 255.75	\$ 230.18	\$ 204.60
half page-horizontal	\$ 251.10	\$ 225.99	\$ 200.88
quarter page	\$ 125.55	\$ 113.00	\$ 100.44
front page top right	\$ 400.00	\$ 400.00	\$ 400.00
front page bottom	\$ 300.00	\$ 300.00	\$ 300.00
color	\$ 60.00	\$ 60.00	\$ 60.00
<b>Custom Sizes</b>			
per column inch	\$ 6.20	\$ 5.58	\$ 4.96

### 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.

### 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 10 percent. An advertiser who agrees to run an ad in a minimum of 20 issues during the academic year will receive a 20 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 20 percent discount for all display advertising.

## Publication Dates 2019-20

August	29			
September	5	12	19	26
October	3	17	24	31
November	7	14	21	
December	5			
January	16	23	30	
February	6	13	20	27
March	5	12	26	
April	2	9	16	23 30

The News reserves the right to change publication dates.

## Important Dates

Fall Classes Begin	Aug. 20	Spring Classes Begin	Jan. 13
First Fall Issue	Aug. 29	First Spring Issue	Jan. 16
Family Weekend	Sept. 20-22	Spring Break	March 16-20
Fall Break	Oct. 10-11	Spring Classes End	May 1
Homecoming	Oct. 19	Commencement	May 9
Thanksgiving Break	Nov. 27-29		
Fall Classes End	Dec. 6		
Commencement	Dec. 14		

## Deadlines

Space Reservation.....	Monday, noon
Ad Copy (The News builds) .....	Monday, noon
Ad Copy (camera-ready).....	Tuesday, 10 a.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.

## 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.

2 col. x 2" ad  
\$24.80 regular  
\$22.32-10% disc.  
\$19.84-20% disc.

2 col. x 3" ad  
\$37.20 regular  
\$33.48-10% disc.  
\$29.76-20% disc.

2 col. x 4" ad  
\$49.60 regular  
\$44.64-10% disc.  
\$39.68-20% disc.

3 col. x 3" ad  
\$55.80 regular  
\$50.22-10% disc.  
\$44.64-20% disc.

3 col. x 4" ad  
\$74.40 regular  
\$66.96-10% disc.  
\$59.52-20% disc.

3 col. x 5" ad  
\$93.00 regular  
\$83.70-10% disc.  
\$74.40-20% disc.

full page ad  
\$511.50 regular  
\$460.35-10% disc.  
\$409.20-20% disc.

half page-vertical ad  
(width of the quarter page ad  
and the height of a full page ad)  
\$255.75 regular  
\$230.18-10% disc.  
\$204.60-20% disc.

quarter page ad  
\$125.55 regular  
\$113.00-10% disc.  
\$100.44-20% disc.

half page-horizontal ad  
\$251.10 regular  
\$225.99-10% disc.  
\$200.88-20% disc.

## Ad Sizes

### standard sizes

full page - 9.75" wide x 13.75" tall  
half page - 9.75" wide x 6.75" tall  
half page vertical - 4.79" wide x 13.75" tall  
quarter page - 4.79" wide x 6.75" tall

### custom sizes

Pick the size that is just right for you.

1.) Choose the width of the ad in columns. Please refer to the above chart.

2.) Choose the height of the ad in inches. Please limit height to whole-inch increments.

1 column - 1.48 inches  
2 column - 3.14 inches  
3 column - 4.79 inches  
4 column - 6.44 inches  
5 column - 8.1 inches  
6 column - 9.75 inches