

Advertising that Pays

Thank you for your interest in advertising with *The Student Printz*. *The Student Printz* is a free publication distributed both on-campus and off-campus at multiple locations reaching a diverse audience made up of students, faculty, staff, administrators, visitors, and the community at large. When you advertise with *The Student Printz*, your message reaches USM employees, students, and guests of the Pine Belt who contribute over \$9.7 million annually to the local economy.

The Student Printz offers a variety of options to meet all of your advertising needs. Staff members are available to help advise advertisers in an effort to gain the most exposure for their advertising dollars, as well as design and create advertisements that best represent each individual client and their needs.

Display Advertisements

Display advertisements provide an opportunity for area businesses, university departments and individuals to advertise products, services, and special events. A display advertisement is an ad that has an artistic element along with a message. Display ads are priced by column inches. The number of column inches is determined by multiplying the number of columns horizontally by the ad's height in inches. For example, a 2 x 5 ad (2 column width by 5 inch height) would equal a total of 10 column inches.

Online Advertisements

The Student Printz online receives an average of more than 20,000 page views per month. An online ad can be linked to send viewers from your ad to your website. Horizontal banner ads appear in the middle of our site. Rectangle and vertical banner ads appear on the right side of our site. All ads are run-of-site (placed on all site pages and run in rotation with other ads the same size. GIF, JPG, PNG, and SWF (flash) formats are accepted. A GIF file may even be animated.

Contact Us	Mail	E-Mail Address
Ad Manager 601.266.5188	The Student Printz The University of Southern Mississippi 118 College Drive #5121 Hattiesburg, MS 39406-001 AA/EOE/USM49927.5088.11.10	PrintzAd@usm.edu
Publications Manager 601.266.4288		
Fax 601.266.4268		

www.studentprintz.com

Open Advertising Rate:

\$8 per column inch

Local rates apply to businesses owned and operated in the Hattiesburg Area.

National rates apply to all other businesses and/or businesses that pay a commission to an agency to perform their advertising functions.

Column Sizes:

We are a tabloid newspaper with a printable area of 9.875" wide by 13.75" high.

1 column	1.875"
2 column	3.875"
3 column	5.875"
4 column	7.875"
5 column	9.875"
Double truck	21.00"
Maximum height of ads	13.75"

Color:

Color is available with a one-week advance notice. Spot color is \$50 per color and 4-process (CMYK) is \$200.

Discounts:

Schools, departments, organizations and student groups located on either USM campus are eligible for a campus open rate of \$7 per column inch.

Contract rates are available to local businesses and on campus advertisers that advertise with *The Student Printz* on a regular basis.

Please contact *The Student Printz* sales office or your sales representative for more information about these and other specials.

Design:

Ad design and layout services are offered at no additional cost to our advertisers. Ask your sales representative for more information.

Proofs:

Ad proofs are available if ads are submitted three working days prior to the publication deadline. There is no additional charge for the proof or for ad pickup.

Tear Sheets:

Tear sheets are provided for all display advertisers and are available by request for classified advertisers who provide a self-addressed, stamped envelope for each issue requested.

Camera-Ready Requirements:

To ensure the best quality electronic reproduction of your advertisement:

All work should be sent in Adobe PDF format with fonts embedded.

Set up colors as process colors (CMYK) colors at 300 ppi.

All photos to print in black and white should be converted to grayscale mode at 300 ppi, 3 percent highlight, and 85 percent shadow.

Classified Advertising:

Classified ads are available online at www.studentprintz.com. Click the link for classifieds on *The Student Printz* homepage, and purchase through the online store. Ads will run in a 1x1 column inch ad using Arial 8 pt font. Ads can be up to 6 lines with a maximum of 25 characters per line. You may use a combination of CAPS, **bold**, or *italic* font. The cost for classified ads will be \$10 for the first run and \$5 for each additional run. Ads will appear in the print edition of *The Student Printz*.

Advertising Deadlines:

<u>Edition:</u>	<u>Deadline:</u>
Thursday	Monday Noon
Monday	Friday Noon

Inserts:

The price for preprinted, freestanding inserts is \$125 per thousand. No agency discounts are available. The maximum size for inserts is 10x13 inches. Five days lead time is required. Inserts should be shipped to:

Signature Offset
2610 Lakeview Road
Hattiesburg, MS 39401
Reference: USM/The Student Printz

Advertising Policy:

The Student Printz, through its advertising manager and publications manager, reserves the right to reject any advertising copy based on guidelines adopted by the University of Southern Mississippi Board of Publication. Those guidelines are posted on our website: www.studentprintz.com

The Student Printz will accept advertising for legal activities only. Advertising considered libelous will not be printed. *The Student Printz* will not accept ads that give only an address, e-mail address, or telephone number and do not give the name of the business or organization placing the advertisement.

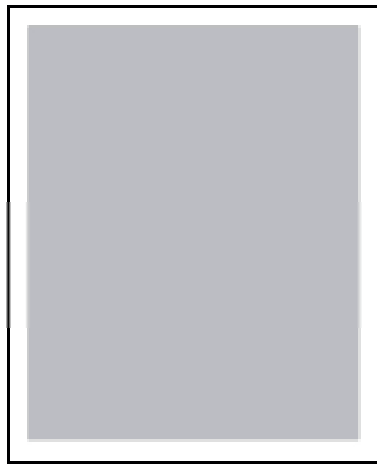
Advertising credit requirements include:

All new accounts must pay for the first three advertisements in advance.

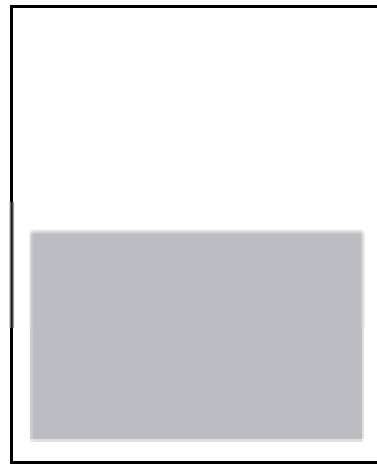
Political advertisements must be paid in advance.

All dot-com businesses must pay in advance.

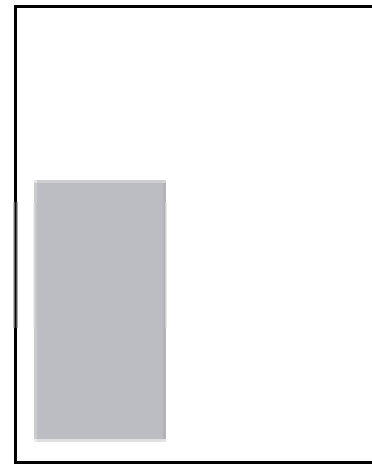
All classifieds must be paid in advance. *The Student Printz* is not liable for damages in any advertisement or for more than the cost of the space occupied by the erroneous ad. *The Student Printz* is not bound by any conditions, printed or otherwise, on insertion orders, contracts, or copy instructions in the event of such conflicts with policies covered by this rate card.



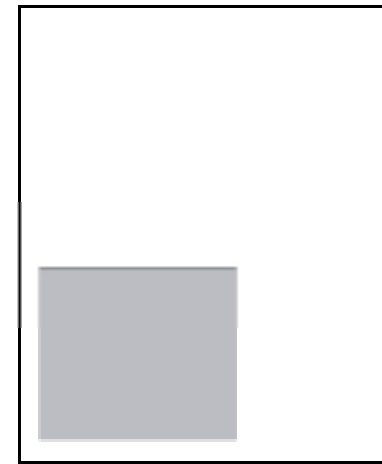
Full Page Ad
 5 x 13.75
 68.75 column inches
 Actual Size
 9.875 x 13.75
 \$550.00



Half Page Ad
 5 x 6.875
 34.375 column inches
 Actual Size
 9.875 x 6.875
 \$275.00



Quarter Page Vertical Ad
 2 x 8.59
 17.1875 column inches
 Actual Size
 3.875 x 8.59
 \$137.50



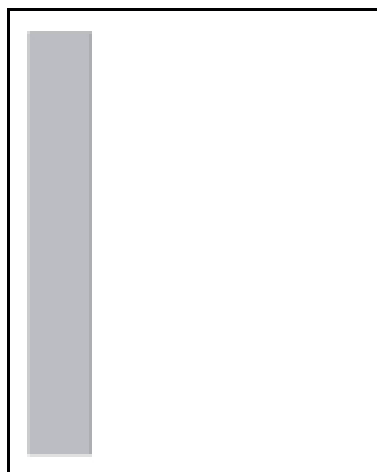
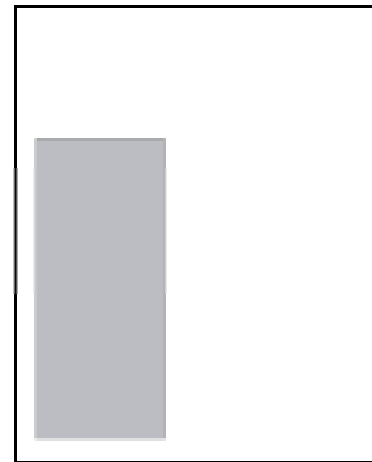
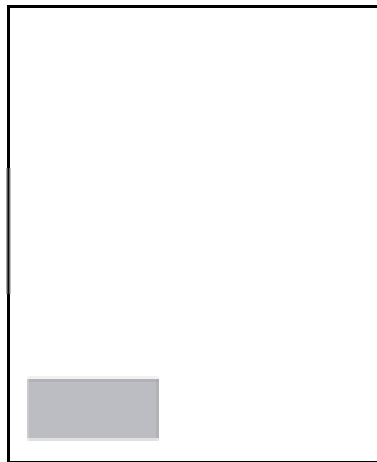
Quarter Page Ad
 3 x 5.73
 17.1875 column inches
 Actual Size
 5.875 x 5.73
 \$137.50

2 x 2 Ad
 4 column inches
 Actual Size
 3.875 x 2
 \$32.00

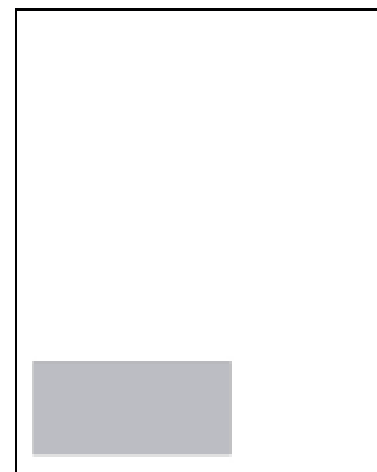
2 x 5 Ad
 10 column inches
 Actual Size
 3.875 x 5
 \$80.00

2 x 10 Ad
 20 column inches
 Actual Size
 3.875 x 10
 \$160.00

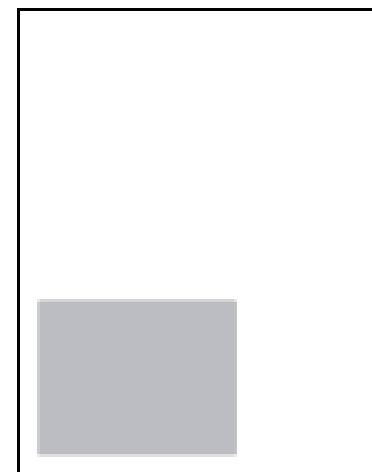
1 x 5 Ad
 5 column inches
 Actual Size
 1.875 x 5
 \$40.00



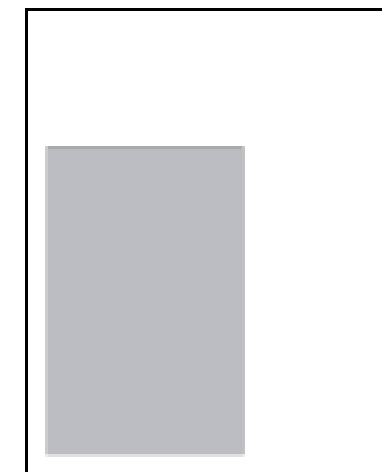
Vertical Runner
 1 x 13.75
 13.75 column inches
 Actual Size
 1.875 x 13.75
 \$110.00



3 x 3 Ad
 9 column inches
 Actual Size
 5.875 x 3
 \$72.00



3 x 5 Ad
 15 column inches
 Actual Size
 5.875 x 5
 \$120.00



3 x 10
 30 column inches
 Actual Size
 5.875 x 10
 \$240.00

4 x 5 Ad
 20 column inches
 Actual Size
 7.875 x 5
 \$160.00

4 x 10 Ad
 40 column inches
 Actual Size
 7.875 x 10
 \$320.00

Runner
 5 x 3
 15 column inches
 Actual Size
 9.875 x 3
 \$120.00

5 x 5 Ad
 25 column inches
 Actual Size
 9.875 x 5
 \$200.00

