

Student Media Advertising

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Tartan Ad Rates & Sizes

Black & White Rates

On-Campus Clients

Full Page: \$378.00

1/2 Page: \$189.00

1/4 Page: \$90.00

1/8 Page: \$54.00

1/16 Page: \$27.00

National Clients

Full Page: \$1,008.00

1/2 Page: \$504.00

1/4 Page: \$240.00

1/8 Page: \$144.00

1/16 Page: \$72.00

Local Clients

Full Page: \$749.70

1/2 Page: \$374.85

1/4 Page: \$175.80

1/8 Page: \$107.10

1/16 Page: \$53.55



Color Rates

Color ads are the most effective way to attract your audience's attention and can greatly improve your ad's performance.

Spot Color	Full Color (all colors)
\$95.00 extra per color	\$380

Sizes

"Standard page size: 6 columns x 21.5 inches. Actual standard page size: 11 inches x 21.5 inches. Camera-ready ads must follow the actual inch sizes. 1 column inch is equal to 1.833" x 1".

<p>Quarter Page 3 x 10 (5.5" x 10.5")</p>	<p>Full Page 6 x 21 (11" x 21.5")</p> <p>1/16 Page 2 x 4.5 (3.667" x 4.607")</p>
<p>Half Page 6 x 10.5 (11" x 10.5")</p> <p>Sixteenth Page 3 x 3 (5.5" x 3.07")</p>	<p>1/8 Page 2 x 9 (2.75" x 9.214")</p>

Whim

Whim offers two different advertising options, both of which are full color. Banner Ads are rectangular online advertisements in the form of a graphic image that runs across the bottom or the top of every page of the website. Box ads run on the top right sidebar of the homepage and are more visible than banner ads. Animated ads are .gif images and have been shown to be more effective when trying to grab your audience's attention!



Rates

Banner ads are (468 x 60)

- **Campus Rate**..... \$30/week
- **Local Business Rate**..... \$50/week
- **National Business Rate**.....\$70/week

Box Ad (300 x 250)

- **Campus Rate**..... \$50/week
- **Local Business Rate**..... \$70/week
- **National Business Rate**.....\$90/week

Sizes



Exit 109

Exit 109 is Radford University's student-run art and literary magazine. The annual magazine exists to publish creative work by RU students and to foster an appreciation of literature and art by bringing that work into the community.

Exit 109 offers a few different advertising options, all of which are black and white only. These ads are in the Exit 109 magazine for an entire year, and space is limited so don't miss out!

Rates

- Full Page..... \$500
- Half Page..... \$275
- Quarter Page.....\$150



Other Advertising Options

Inserts

Inserts in the form of coupons or loose-leaf flyers are a fantastic and creative way to reach the Radford University community. The minimum number of inserts is 3,000 and the maximum is 4,000. Maximum size of inserts is 12" x 17" .

1-4 Pages \$75.00 per thousand,
5-8 Pages \$85.00 per thousand,
9-12 Pages \$95.00 per thousand,
13+ Pages \$100.00 per thousand

A copy of your insert must be submitted to the advertising sales manager for approval at least one week prior to the insertion date. All inserts must be delivered to the printer by 5 p.m. the Friday PRIOR to insertion. Please contact your advertising representative once inserts have been shipped.

Shipping Address for Inserts and Stickies:

Shenandoah Publications Inc.
Attn: Insert for The Tartan (insertion date)
18084 Old Valley Pike
Edinburg, VA 22824

Stickies

Stickies are a new way to advertise that is a great way to get your name out there. They are an ad that is stuck to the front page of the Tartan either above the fold or below the fold and are able to be taken off without damaging the paper, so the student can have a copy of the ad without having to carry a whole newspaper around. They are also great for coupons.

They can be up to 4" inches by 4" inches.
Above-fold \$500
Below-fold \$400.

A copy of your sticky advertisement must be submitted to the advertising sales manager for approval at least one week prior to the publication date. All stickies must be delivered to the printer by 5 p.m. the Friday PRIOR to production (the address of which is above). Please contact your advertising representative once stickies have been shipped.

Policies and Terms

Discounts

Multiple Run:

Student Media Advertising offers a multiple run discount for both Tartan and Whim. The discount is contingent upon the signing of a binding contract between the client and Student Media Advertising. All advertisements must be the same size and the exact number of ads must be determined before the contract is signed. The discount percentage is based on the number of ads that are purchased. The multiple run discount also applies to classified advertisements.

11 issues (full semester)	15%
9-10 issues	14%
6-8 issues	13%
3-5 issues	12%

Camera-Ready Discount: A 5% discount will be given to all camera-ready ads.

Camera-ready ads must be submitted as a: .pdf, .jpg or .tiff. Ads must be sized according to the proper mechanical specifications.

This discount does not apply to national advertisers or media buying agencies. Please see the Policies and Terms page for more information.

Tartan Deadlines

Space Reservations: All display ads, classified display ads and insert space reservations must be received by 5 p.m. the Friday PRIOR to publication.

Artwork Deadlines: All artwork for camera-ready ads must be received by Student Media Advertising no later than 5 p.m. the Friday PRIOR to publication. In the case of Inserts, a copy must be sent to Student Media Advertising for approval by 5 p.m. the Wednesday PRIOR to publication. All inserts must be received by the printer no later than 5 p.m. the Friday prior to insertion. Unfortunately, any exceptions would interfere with the production schedule and as a result no exceptions can or will be made.

Tartan Proofs

Student Media Advertising will provide proofs for all display advertising created in-house. Proofs will be sent to the client for approval no later than 10 a.m. the Monday prior to publication. The client has the option of receiving proofs through email, fax or hand delivery. Student Media Advertising is not responsible for mistakes in advertisements if proofs have not been approved by 5 p.m. the Monday prior to publication.

Whim Deadlines

Artwork Deadline: All artwork for camera-ready ads must be received by Student Media Advertising the Wednesday prior to publication. No ads will be accepted after this time due to production schedule restraints.

Whim Proofs

Student Media Advertising will provide proofs for all advertising created in-house. Proofs will be shown no later than 10 am. the Thursday prior to publication. They can be emailed, faxed or hand-delivered. Proofs are not provided for classified ads. Student Media Advertising is not responsible for mistakes in advertisements if proofs have not been approved by 5 p.m. the day of publication.



Policies and Terms



Payment Policies

*****ALL CUSTOMERS MUST PRE-PAY*** TO RUN ANY ADVERTISEMENT**

To advertise in Student Media publications, all advertisers must have a Federal Tax ID number or Social Security number on file with the Business Department.

Tartan Payment Deadline: Student Media Advertising must receive all payments by 5 p.m. the Friday PRIOR to publication. Ad payments that have not been received by this time will not be run in the publication the following week.

Whim Payment Deadline: All payments must be received by 5 p.m. the Wednesday prior to publication. Ad payments that have not been received by this time will not be run in the publication the following day.

Cancellation and Amendment Policies

Advertisements cancelled after the publication deadlines are subject to a cancellation charge equal to one half the advertisement cost. Changes received after the deadline are not guaranteed. If advertiser has a multiple-run contract and does not advertise on the given date, the ad is considered cancelled as well and the same charge will be applied. If the advertiser does not fulfill the number of ads stated in the contract, the client is billed for the total amount of ads that do not run.

There is a \$15.00 service charge applied to all returned checks

Liability

Advertisers agree to indemnify and hold harmless Radford University, its Board of Visitors, and its officers, agents, and employees from and against any and all loss, cost and expense, including reasonable attorney fees resulting from the publication by Student Media Advertising of the advertiser's advertisement.

Mistakes

Student Media Advertising is not liable for mistakes due to printer error or camera-ready advertisements. Student Media assumes **no financial responsibility for errors or omissions of advertisements**. Make good space will be offered if the error is the fault of Student Media Advertising or one of its publications. Student Media Advertising also reserves the right to offer a discount on future advertising; the percentage and duration of the discount are determined by the advertising sales manager. Make-goods for mistakes due to poor print quality will be issued via an ad identical in price and size to the original advertisement purchased and placed in the following issue of the same publication. As this is not the fault of Student Media Advertising, the terms of this error are non-negotiable. If an ad does not run in the first scheduled issue, an ad equal in size and price will print in the following issue.

Other Advertising Information

Composition and artwork produced by Student Media Advertising become the property of Student Media Advertising and may only be used with the permission of the Advertising Design Manager and Advertising Sales Manager.

Student Media Advertising generally discourages accepting local advertising from parties other than the advertisers themselves or a national media buying agency unless written consent is given. We cannot accept advertisements designed by other companies, newspapers, etc. without permission of the designer or company.

The advertiser is liable for their own advertisements authorized for publication and any claims made against Student Media publications because of that ad. Student Media Advertising is not responsible for the material of advertisements nor is the message a reflection of Student Media's views.

A guaranteed position fee of 20% will be charged to advertisers who wish to guarantee placement of their ad in a particular section or spot.

Ads may be enlarged to fit purchase space or floated in white space.

Ads not meeting the technical specifications required by each publication are not considered camera-ready and are not subject to receive a camera-ready discount.

Borders may be placed on ads submitted without them.

On-campus rates apply only to university-recognized departments, staff, students, clubs and organizations. Students placing an ad for a business must pay the rate that would normally apply to the business.

Student Media has the right to change the format of the ad if it does not meet mechanical specifications or is not compatible with our publishing system. Student Media is not responsible for any changes to the ad that may occur while reformatting the ad.

Advertisements we will not accept

1. Advertisements that market or contain any alcohol or tobacco, the use of alcohol or tobacco, pictures of alcohol or tobacco, happy hour specials, and any brand names or types or anything against Virginia's Code of alcohol or tobacco advertising.
2. Advertisements for any sexual escort services, 900 numbers or strip clubs.
3. Advertisements for gambling.
4. Advertisements for firearms.
5. Advertisements for anything against Radford University's Honor code (selling term papers, etc.)
6. Advertisements for anything that is illegal in the Commonwealth of Virginia. This includes illegal drugs and drug paraphernalia.
7. Advertisements containing profanity.

All ads are subject to advertising sales manager's discretion. If anything is deemed inappropriate, the manager has the right to change the ad or deny publication.

