

## Display Advertising Rates

\$5.00 per column inch  
(Black & White)

Spot Color: Add \$75/color

### Contract Advertising

The rates listed are based on the total number of display ad column inches in the contract. The rates are secure once the contract is established and signed. Contact the advertising manager for more information.

Total Column Inches	Contract Rate
150-299.....	\$4.50
300-599.....	\$4.00
600+.....	\$3.50

### Ad Production

\* The price for ad placement includes the scanning for the hard-copy, camera-ready ad and digitizing for final output. Minor typographical changes can be requested at no cost.

\* All ads produced by The Advocate become property of the publication and may not be used by outside sources without permission from The Advocate.

\* We welcome requests for new ad designs for a one-time \$30 fee. Thereafter, we can make changes to the ad at no cost. A proof for the ad will be sent by 5 p.m. Monday for approval before publishing. The proof needs a signature of approval by the final ad deadline. The Advocate is not liable for any typographical or layout errors after the approval.

\* In the event of an error in which the newspaper is liable, its liability shall be limited to republishing the ad or refunding the original cost of the space sold. The Advocate shall not be held liable beyond the cost of ad space.

### Display Advertising Deadlines

Material for new ad design due by:  
**3 p.m. Thursday**

Final digital and "camera-ready" ads due by:  
**Noon Monday**

### Right of Refusal

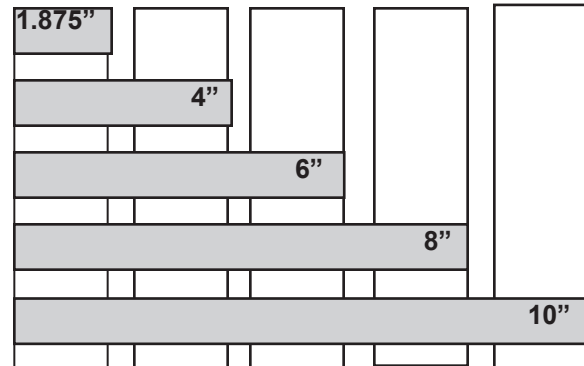
The Advocate reserves the right to refuse any advertisement for any reason at any time.

## Ad Mechanics

Standard Page Size  
10" wide (5 columns) by 16"

Printing process: Offset /Line Screen: 100  
Bleed: None Trim Size: 17 1/2" x 11 3/8"

**1 Col. 2 Col. 3 Col. 4 Col. 5 Col.**



### Common Ad Sizes

Full page 80 col. in. 5 col. x 16" \$400	3/4 Page 60 col. in. 5 col. x 12" \$300	1/2 Page 40 col. in. 5 col. x 8" \$200	1/2 Page 40 col. in. 4 col. x 10" \$200
1/4 Page 20 Col in. 4 col. x 5" \$100	1/4 Page 20 Col in. 5 col. x 4" \$100	1/4 Page 20 Col in. 2 col. x 10" \$100	1/8 Page 10 Col in. 1 col x 10" 2 col. x 5" \$50

### Supported Ad File Types

The Advocate is published by digital pagination and printing. To ensure the best ad quality, having a digital format is preferred (TIFF, PDF OR JPG). However, a finished hard copy can be scanned to create a digital file.

Ad files may be e-mailed or delivered via disk to the office or your representative.

### Cancellations

All changes and cancellations must be made before our advertising deadline. No refunds will be given for cancellations after the deadline.

### Billing

Accounts are billed after the last issue of each month. Tearsheets for display ads are mailed the first week of the following month along with the invoice.

### Credit Policy

All advertising must be paid within 30 days after the billing date. All accounts exceeding the 30-day period will be subject to a monthly 1.5% finance charge. Accounts over 90 days past due will be cancelled, and no further advertising will be accepted until the full payment is received.

### Insert Rates

Per 1,000 copies.....\$75.00  
(\$275 for full non-mailing run: 5,000)

### Deliver inserts to:

**Davon Press: Attention The Advocate**  
**615 West Main, West Fargo, ND 58078**

Phone: 701-282-6160

Fax: 701-282-2919

Please schedule inserts with us and have them delivered one week prior to the deadline.

### Classified Ad Rates

30 words or less.....\$5.00

Add 20 words.....\$1.00

**Classifications:** \* Personals \* Wanted to Buy  
\* For Sale \* Roommates \* Help Wanted \* Text-books \* Miscellaneous \* For Rent

### Classified Ad Deadline

Classified ad submission and payment due:  
1 p.m. Mondays

### Classified Ad Policy

\* Classified ads can be submitted by completing the form in the Advocate office, by phone, or e-mail. Once payment is received, the ad will be published in the upcoming issue.

\* There are no tearsheets given, and The Advocate is not responsible for typographical errors.

\* Sorry, no refunds or cancellations.

### Published every Thursday during the school year on these dates:

#### Fall semester:

August 27

September 3, 10, 17 & 24

October 1, 8, 15, 22 & 29

November 5, 12, 19 (fall break)

December 3, 10

#### Spring semester:

January 14, 21 & 28

February 4, 11, 18 & 25

March 4, 11, (spring break) & 25

April 1, 8, 15, 22 & 29

## Advertising Rate Card 2009-10

The

# Advocate

*An award-winning student newspaper  
published weekly by students at  
Minnesota State University Moorhead.*



### Advertising manager:

**Laura Posterick**

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**[www.mnstate.edu/advocate](http://www.mnstate.edu/advocate)**

### Mailing address:

Advocate

UPO 130

1104 7th Ave. S.

Moorhead, MN 56563-0001

### Fall semester classes start Aug. 24

Labor Day Holiday Sept. 7

Homecoming Oct 3

Fall Break Nov. 25-27

Commencement Dec. 18

### Spring classes start Jan. 11

Martin Luther King Holiday Jan. 18

Spring break March 15-19

Commencement May 14