CAMPUS TIMES

RATE CARD
2009-2010

Campus Times
1950 Third Street
La Verne, CA 91750
(909) 392-2712 Office
(909) 392-2706 Fax
ctimes@laverne.edu
http://www.laverne.edu/campustimes

The Campus Times is the University of La Verne’s student-run newspaper. The Times reaches all undergraduates and graduate students, faculty and staff at ULV as well as many friends and alumni including our satellite campuses, the surrounding community and parents of students. The Times is published weekly on Fridays except during vacations and examinations. Our circulation is 2,000.

This Rate Card subject to change during the 2009-2010 school year.

The deadline for reserving ad space is one week prior to publication. Rates are per issue and payment must be sent to the above address. All rates quoted are net.

National Advertising Rates:
- $9.00 Per Column Inch

Local Advertising Rates:
- $8.00 Per Column Inch

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Preferred placement is neither sold nor guaranteed, but requests for specific page placements are honored whenever possible in the following regular sections: News, Arts, LV Life, and Sports. If more than one advertiser requests the same space, the largest ad will be given first choice.

Discounts:
- A 10% discount will be offered to advertisements running at least four consecutive publications. Ad proposals and bulk modules/inches are available, please call our offices for more information.

Insertions:
- Simple insertions accepted at $500 for total circulation of 2,000. We limit one insert per week.

Errors:
- The Times assumes no responsibility for typographical errors or omissions in copy. Errors in copy must be brought to the attention of the Ad Manager immediately upon receipt of tear sheets. The Times is not responsible for more than one incorrect insertion. Liability will not exceed the cost of the space. Cancellations must be made one week prior to publication.

Term/Credit:
- Credit will be extended to those businesses which have been in the same location for at least one year – otherwise payment must accompany order. Insertions from new clients and from outside California generally must be prepaid. Payment invoices are due upon receipt. If payment is not received within 30 days of the invoice date, the account will be turned over to a collection agency and an additional $25 will be assessed. All expenses incurred during this process will be the responsibility of the advertiser. All political, entertainment and out of state advertising must be paid in advance. Please remit payment to the above address.

Advertising Creed/Policy:
- Reasonable effort is made to screen potential advertisers, but no endorsement by the publisher is implied or should be inferred. The Campus Times accepts no responsibility for the products or services offered through advertisements. Advertiser assumes liability for advertisements published (including illustration, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring thereafter against the Campus Times. We reserve the right to refuse or cancel advertising or cancel advertisement that has been contracted, which is obscene, sexist, racist, offers products or services that violate the law, or contains content deemed unsuitable for the publication or audience. The Campus Times also reserves the right to not offer any reason for refusal of advertisements.

Copy:
- Whenever possible, an advertisement should be submitted as a PDF file in the desired size. The Times can prepare simple ads or adjust the size, but specific type or artwork may not be available, or may be available at additional cost. Our newspaper’s format is 10” wide and 16” deep (5 columns x 16”). All fractions of an inch will be increased to the next half inch.

Insertion:
- Advertisements may be inserted in the following issues:
  - Fall 2009: September 11, 18, 25
  - October 2, 9, 16, 23, 30
  - November 6, 13, 20
  - December 4, 11

- Spring 2010: February 12, 19, 26
  - March 5, 12
  - April 2, 9, 16, 23, 30
  - May 7, 14, 21

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