

CAMPUS TIMES

RATE CARD 2022-2023

Campus Times
1950 Third Street
La Verne, CA 91750
909-448-4761 Office
909-448-1612 Fax

ctimesad@laverne.edu • lvcampustimes.org

Recipient

- Columbia Scholastic Press Association Gold Crown Award
- Associated Collegiate Press All-American Award

	<u>Local</u>	<u>National</u>
Classified Line Ad (1.8" x 1").....	\$40.00	\$50.00
Free Standing Inserts (per 2,000).....	\$650.00	\$750.00

Black & White

(1/8) Eighth Page (3.85" x 4")	\$100.00	\$120.00
(1/5) Fifth Page (5.9" x 5")	\$175.00	\$200.00
(1/4) Quarter Page (5.9" x 6")	\$200.00	\$225.00
(1/2) Half Page (10" x 8")	\$375.00	\$425.00
(1/1) Full Page (10" x 16")	\$800.00	\$900.00

Color

(1/8) Eighth Page (3.85" x 4")	\$125.00	\$145.00
(1/5) Fifth Page (5.9" x 5")	\$200.00	\$225.00
(1/4) Quarter Page (5.9" x 6")	\$225.00	\$250.00
(1/2) Half Page (10" x 8")	\$450.00	\$500.00
(1/1) Full Page (10" x 16")	\$850.00	\$950.00
(1/1) Back Page (10" x 16")	\$900.00	\$1,000.00

Custom sizes available upon request:

Local: \$25 per column inch • National: \$35 per column inch

Business Manager: Eric Borer

FALL 2022

September 2, 9, 16, 23, 30

October 7, 14, 28

November 4, 11, 18

December 2, 9

The Newspaper:

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 our regional campuses, the surrounding community, alumni and parents of students. The Times is published weekly on Fridays except during vacations and examinations. Our circulation is 2,000. All rates quoted are net per issue and payment must be sent to the above address. This Rate Card subject to change during the 2019-2020 school year.

Deadlines:

The deadline for reserving space is one week prior to publication. Artwork must be received three days prior to publication. Cancellations must be made one week prior to publication.

Discounts:

A 10% discount will be offered on advertisements running at least four consecutive issues. Other discounts, ad proposals and bulk modules/inches are available. Please contact our office for more information.

Copy:

Whenever possible, artwork 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" (5 columns) wide and 16" deep. All fractions of an inch will be increased to the next half inch. We limit one free standing insert per week.

Placement:

Preferred placement is neither sold nor guaranteed, but requests for specific page placements are honored whenever possible. If more than one advertiser requests the same space, the largest ad will be given first choice.

SPRING 2023

February 10, 17, 24

March 3, 10, 17, 24

April 7, 14, 21, 28

May 5, 12, 19

Terms/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 generally must be prepaid. Other payment is due upon receipt of invoice. If payment is not received within **30 days** of invoice date, the account will be turned over to a collection agency and an additional \$50 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 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 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.

Errors:

The Times assumes no responsibility for errors or omissions in copy. Errors in copy must be brought to the attention of the Business 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.