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The Murray State  
News

**2009-10**

**Advertising  
Information**



www.thenews.org

2609 University Station, Murray, KY 42071-3301
111 Wilson Hall
(270) 809-4478 • Fax (270) 809-3175
e-mail: thenews@murraystate.edu

effective July 1, 2009-June 30, 2010

Readership

The Murray State News can help advertisers direct their advertising message to the University community better than any other source.

The college newspaper remains an integral part of a student's life, according a 2008 study by Alloy Media + Marketing, one of the country's largest providers of media and marketing programs reaching targeted consumer segments.

The study surveyed college students from 550 universities across 50 states capturing students' reading habits and preferences as well as revealing data on students' behaviors and attitudes toward advertising within the campus paper.

Looking at the last three months of the spring 2008 semester, a considerable 82% of students report reading their campus newspaper. Further, more than half of students (55%) reported they've read their paper in the last week.

Call 809-4478 to let our award-winning advertising staff help tailor an advertising campaign to reach the more than 10,000 Murray State students and more than 1,200 faculty and staff members.

Personnel

Mia Walters, Editor in chief, (270) 809-6877
Dolly Wisman, Advertising manager, (270) 809-4478
Joe D. Hedges, Adviser, (270) 809-2998

Sales representatives call on the local advertisers weekly. Arrangements for a sales representative to call upon an advertiser may be made by calling (270) 809-4478. A representative will assist the advertiser in the preparation of an ad.

National Representatives

Kentucky Press Service
Alloy Media

Billing

Bills are mailed at the first of each month and are payable when received. We can extend no credit.

Any business or individual failing to make payment within 30 days of the date of a bill will be assessed a 1.5 percent late charge per month on previously billed ads.

Any business or individual failing to make payment within 90 days of the date of a bill will be required to pay cash in advance for any future advertising in The Murray State News until the account is paid in full.

A \$20 fee will be charged on returned checks.

New advertisers will be required to pay cash in advance for at least two insertions.

Small ads submitted on a one-time basis must be paid in advance.

Political ads must be paid in advance.

One-time only national ads must be paid in advance.

Advertisers needing tearsheets should indicate this need to the account representative when the ad is placed.

The advertiser must notify The Murray State News within 5 days after an error occurs for adjustments or a "make-good" ad to be considered.

General Rate Policy

The Murray State News may offer special promotions periodically. Check with an account representative for details.

Advertising Rates

Local . . . . . \$6.40 per column inch

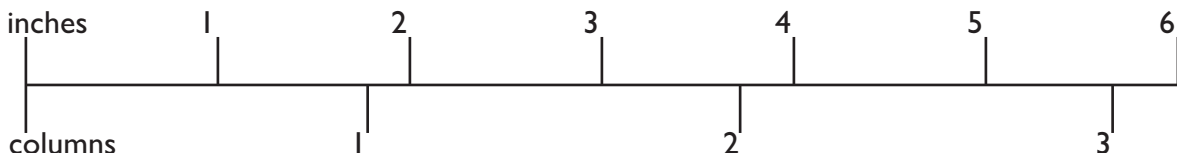
National . . \$6.40 per column inch (non-commissionable)

Display advertising volume discounts

Frequency Discounts: By signing a frequency contract, the advertiser can reduce costs. When an advertiser agrees to run an ad in each issue, the column-inch rate is reduced by 25 percent. Frequency contracts are available by semester or year.

Campus & Non-profit Organizations: All registered campus organizations, departments and offices of Murray State University, along with non-profit organizations will receive a 25 percent discount for all display advertising.

Charges for color, classifieds and inserts are not subject to discounts.



## Preprinted Inserts

Inserts will be accepted for on and off-campus distribution (5,500).

Net charge is \$375.

Inserts must be contracted for one week in advance and arrive at least four days prior to publication date.

Ship inserts to *The Murray State News*, c/o The Murray Ledger and Times, 1001 Whitnell Ave., Murray, KY 42071.

## Online Rates—www.thenews.org

Available upon request

## Color Rate Policy

Full color . . . . . \$175

Spot color, per color . . . . . \$75

## Ad File Formats

Advertisements may be submitted electronically. The accepted file formats, in order of preference, are: PDF, EPS, Quark XPress, Photoshop, TIFF, JPEG.

## Special Services

*The Murray State News* will create ads at no additional charge for publication in the newspaper.

Photography work can be ordered for advertisements. Please contact an account representative for details.

Advertisements created by this paper remain the property of *The Murray State News*.

## Special Days/Sections

A listing of important dates is listed on the back page.

Special sections will be produced on a periodic basis.

Contact an account representative for additional information.

## Ad Depth Requirements

Advertisements can not be more than 21 inches deep.

Full-width ads exceeding 18 inches in depth must run as a full page.

*The News* will accept ads only in whole-inch depths up to 18 inches deep.

## Contract/Copy Regulations

*The Murray State News* cannot accept ads that are considered by *The News* to be libelous, obscene, in poor taste, or in violation of law.

*The Murray State News* reserves the right to refuse any ad.

Advertisers may cancel ads up to and no later than the stated cancellation date.

Advertisers whose ads are received too late for publication will be notified by a member of *The News* staff. The advertiser may inform the sales representative at that time if the ad is to be held for the next open issue.

Advertisements having the appearance of editorial material must be identified as "Paid Advertisement" at the top of the ad.

Advertisements will not be accepted for upside-down placement.

*The Murray State News* must have a signed model release from persons pictured in photos submitted by advertisers for publication.

*The Murray State News* must have a signed signature release from persons whose names are being used in an ad to endorse a product or cause.

*The Murray State News* is not responsible for photographs or other material for advertisements which are left with *The Murray State News* after 10 days.

Political advertising is payable in advance and must carry the names of the individuals or organizations paying for the ad and will be billed at the open rate. Student Government Association election ads are also payable in advance and will be billed at the 25 percent on-campus discounted rate.

An advertiser can pay a 25 percent premium to guarantee specific page position otherwise page position can not be guaranteed.

The advertiser will not be charged for an ad containing an error made by *The Murray State News* staff or the printer if the error causes the ad to misrepresent the merchant to the extent that the readers are misled by its meaning. However, if a corrected ad is published, the advertiser must pay for the corrected ad.

*The Murray State News* assumes no responsibility for ad errors beyond the cost of space occupied by the ad in which the error occurred. "Corrected" ads will run, when appropriate, before billing adjustments are made.

Billing adjustments will be determined based on what percentage an error detracts from the effectiveness of the total advertising message, as determined by the *The Murray State News* adviser.

The advertiser must notify *The Murray State News* within 5 days after the error occurs for adjustments or a "make-good" ad to be considered.

It is not possible to cover fully the wide variety of advertising practices by specific policy in a card of this type.

Questions not answered in this rate card should be referred to the advertising manager or adviser. Specific problems will be dealt with on a case-by-case basis.

## Deadlines

Space reservation . . . . . noon Monday

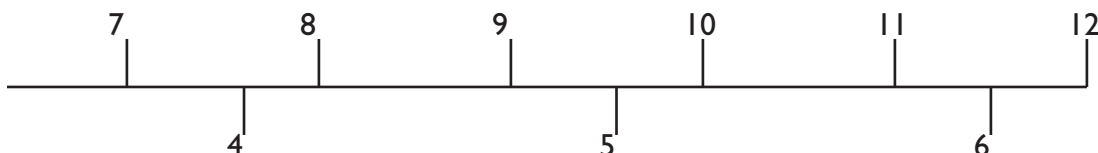
Ad copy . . . . . noon Monday

Cancellation . . . . . **noon** Tuesday

Advertising cancelled after **noon** on Tuesday will be billed for half the cost of the original ad.

*The Murray State News* accepts national ads directly and through agencies. Copy requirements are the same as those for local advertisers.

Inserts must be contracted one week in advance and arrive at least four days prior to publication date.



## Mechanical Measurements

- Column widths for ads**  
 1 column — 1.78 inches  
 2 column — 3.72 inches  
 3 column — 5.66 inches  
 4 column — 7.61 inches  
 5 column — 9.55 inches  
 6 column — 11.50 inches

The *Murray State News* is printed on offset presses as a broadsheet. It has six columns with 1 pica gutters between columns for a total width of 11½ inches. Page size is 11½ inches by 21 inches.

## Classified Advertising

Classified advertising is available in *The Murray State News*. The rates are as follows:

- Up to 20 words . . . . . \$3  
 each additional word . . . . . 10¢ per word  
 Bold face type . . . . . \$1 per line

Found notices are published at no charge for two consecutive issues.

Classified display ads. . . . . \$5.25 per column inch

Classified ads may be placed at *The Murray State News* office, 111 Wilson Hall, or may be mailed to *The Murray State News*.

Classified advertising must be paid for at the time placed. No classified ads will be accepted over the telephone.

*The Murray State News*' advertising policies and deadlines apply.

## Circulation

- On and off-campus: 5,500  
 Mail Subscription Rate. . . . . \$25 annually  
 To subscribe send your address and payment to :  
 Subscription Dept.  
 The Murray State News  
 2609 University Station  
 Murray, KY 42071

Papers may be picked up from one of the on and off campus drop points at no charge on the date of publication.

Each week's issue may be viewed online at [www.thenews.org](http://www.thenews.org).

## Important Dates

- Fall classes begin — Aug. 19  
 First fall issue of *The News* — Aug. 21  
 Labor Day — Sept. 7  
 Family Weekend — Sept. 25-27  
 Fall Break — Oct. 2  
 Homecoming issue — Oct. 9  
 Homecoming — Oct. 10  
 Thanksgiving Vacation — Nov. 25-28  
 Last day of class — Dec. 4  
 Finals end — Dec. 11  
 Commencement — Dec. 12  
 Spring classes begin — Jan. 11  
 First spring issue of *The News* — Jan. 15  
 Dr. Martin Luther King holiday — Jan. 18  
 Spring Break — March 21-27  
 Last day of class — April 30  
 Finals end — May 7  
 Commencement — May 8

## Publication Dates

Scheduled publication dates are circled

**August**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**September**

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**October**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**November**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**December**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**January**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**February**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

**March**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**April**

S	M	T	W	T	F	S
		1	2	3		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**May**

S	M	T	W	T	F	S
					1	
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					