

smallTALK

Fall 2011 Off-Campus Rate Card

Display Advertising Rates

Whole Page: \$310, 8 columns. 10.50 inches
Half Page: \$165, 8 columns 5.625 inches
Quarter Page: \$82, 4 columns 5.625 inches
Eighth Page: \$42, 4 columns. 2.50 inches
Custom Size: Column x inches x \$4

Discount Packages:

- One year (12 Issues): 30%
- Multiple issues (2 to 6 Issues): 20%
- Pre-pay rate: 5%

Special Placement:

- Color/Back Page: \$50.00 flat fee
(otherwise placement not guaranteed)

Advertising Policy

1. The staff of smallTALK and Methodist University reserve the right to refuse any advertising that may be considered objectionable, including, but not limited to:

- Advertisements that discriminate on the basis of race, creed, color, familial status, national origin, handicap, age or sex.
- Advertisements containing false or misleading statements.
- Advertisements for products, services or promotions that are illegal in the state of North Carolina.
- Advertisements that promote any activity deemed detrimental or damaging to the university and its educational mission.

2. Advertisements canceled after the deadline will be charged 50% of publication cost. In addition, changes may not be allowed after the deadline.

3. The staff of smallTALK will make every effort to accommodate ad position requests, but cannot guarantee placement. There will be no advertisements on the front page.

4. Billing adjustments for advertising errors will be determined by the smallTALK staff. It is the responsibility of the advertiser to notify smallTALK of any significant errors within 30 days of publication. The staff of smallTALK will be responsible for make-goods on advertisements that did not print when ordered.

Payment Terms

- All businesses will be billed with the balance due within 30 days of the publication date. In the case of a discount package, the business will be billed within 30 days of the first publication date.
- A single-page tearsheet will be sent as proof of insertion. In the case of a discount package, the business will receive a tearsheet of the first advertisement with the invoice. Single-page tearsheets of all advertisements may be mailed at the end of the package timetable upon request.

Subscription Rates

One Year (13 Issues): \$28
One Semester (5 or 6 Issues): \$15

Mechanical Measurements

Format: Tabloid
Columns: 8
Page Depth (ad space): 9.5"
Column Width: 1.28

DEADLINE

Sept. 2
Sept. 16
Sept. 30
Oct. 14
Oct. 28
Nov. 11

ON RACKS

Sept. 12
Sept. 26
Oct. 12
Oct. 24
Nov. 7
Nov. 7