

ARIZONA STATE UNIVERSITY

STUDENT MEDIA

ADVERTISING

2010-2011



The State Press



st@tepress.com



The State Press



st@tepress.com



The State Press



st@tepress.com



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Demographics Arizona State University*

Student Level	
Undergraduate Students	53,298
Graduate Students	13,784
Total Students	67,082

Gender		
Undergraduate Students	Men 48%	Women 52%
Graduate Students	Men 47%	Women 53%

New Undergraduates	
First-Time Freshmen	9,707
Transfer Students	5,446
Total New Undergraduates	15,153

Full-Time / Part-Time		
Undergraduate Students	FT 81%	PT 19%
Graduate Students	FT 61%	PT 39%

* ASU Fact Book 2008-2009

Readership The State Press

82% read The State Press

63% read The State Press more than once a week

65% agree that the news and information in The State Press is useful and reliable

43% are likely to try out a business advertised or written about in The State Press

56% find out about events on and around campus through reading The State Press

89% believe that an independent, daily, student-run newspaper is a valuable part of the University experience



ASU Tempe Campus



ASU Downtown Campus



ASU Polytechnic Campus



ASU West Campus

The State Press

An independent daily serving Arizona State University since 1890

Local Bulk Contract Rates

Advertisers agree to purchase the minimum number of inches for each rate within the 2010-11 academic publishing period. Advertisers not fulfilling the contracted amount of inches will be billed retroactively at the earned rate at the end of the academic year.

Friday Special!

Run any ad during the week (Monday-Thursday) and get 50% off the same ad in Friday's issue the same week. Excludes color charges.

Front Page Full Color Ad Opportunity

Contact your sales rep for more information

Police Beat, Page 2 Sponsorship

Your ad appears in one of the most read sections in the paper.

Individual Day.....\$48.00

Local Bulk Contract Rates	
Inches Per Academic Year	Price Per Inch
Open Rate	\$17.50
144"-287"	\$14.35
288"- 431"	\$12.70
432"- 575"	\$11.50
576"- 767"	\$11.20
768"- 959"	\$10.60
960"- 1151"	\$10.30
1152"+	\$9.85

Note: Minimum size ad is 4 column inches.

We do not accept 5 column ads.

All rates are net and non-commissionable. Priced per column inch.

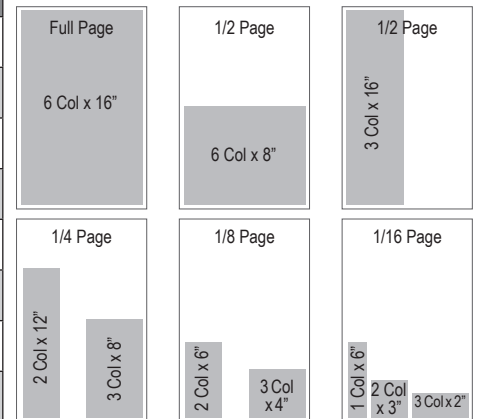
Common Display Ad Sizes and Costs

Volume	Cost Per Insertion				
	Full Page	1/2 Page*	1/4 Page*	1/8 Page*	1/16 Page*
Open Rate	\$1,680.00	\$840.00	\$420.00	\$210.00	\$105.00
144"- 287"	\$1,377.60	\$688.80	\$344.40	\$172.20	\$86.10
288"- 431"	\$1,219.20	\$609.60	\$304.80	\$152.40	\$76.20
432"- 575"	\$1,104.00	\$552.00	\$276.00	\$138.00	\$69.00
576"- 767"	\$1,075.20	\$537.60	\$268.80	\$134.40	\$67.20
768"- 959"	\$1,017.60	\$508.80	\$254.40	\$127.20	\$63.60
960"- 1151"	\$988.80	\$494.40	\$247.20	\$123.60	\$61.80
1152" +	\$945.60	\$472.80	\$236.40	\$118.20	\$59.10

*Multiple Size Options Available

Relative ad sizes are represented in gray.

Position of ads is flexible, depending on size and available space.



Additional Rates (per column inch)

National Bulk Contract Rates	
Open	\$19.85
250"-499"	\$18.70
500"-999"	\$17.70
1000"+	\$17.00

Contact ad manager about contract rates for larger amounts

New Business Rate	\$10.85
Non-Profit Rate	\$10.85
University Rate	\$10.75
Student Org. Rate	\$6.00
Guaranteed Position is 25% of ad space	

Column Widths

Display Ads	
1 Column	1.61"
2 Column	3.36"
3 Column	5.11"
4 Column	6.86"
6 Column	10.36"
Doubletruck	21.35"

▲ If you are a new local business (within a year of opening) or have not advertised with The State Press within the past calendar year, you can qualify for our New Business Rate. To qualify, advertiser must run 96 column inches within a 10-week publishing period. Payment in advance is required. Advertising in addition to the 96 column inches at the new business rate will be charged at the applicable bulk contract rate, (New Business inches count toward bulk contract amount).

Color Charges

Specs	Cost
Black + 1 color	\$125
Black + 2 colors	\$220
Full Color	\$385
Sparky's Spot	25% of ad space
Contract Full Color	\$270 per ad*
*Available only to contract advertisers	

State Press Publication Schedule 2010-2011

August 2010							September 2010							October 2010							November 2010						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7				1	2	3	4						1	2		1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
29	30	31					26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
														31													
December 2010							January 2011							February 2011							March 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1			1	2	3	4	5			1	2	3	4	5
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28						27	28	29	30	31		
							30	31																			
April 2011							May 2011							June 2011							July 2011						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7				1	2	3	4						1	2
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			24	25	26	27	28	29	30
																					31						

 = The State Press Issue Dates  = Holidays, No Classes, and/or Offices Closed  = Special Edition Issue Date

Special Issues (Submission deadlines in parenthesis)

August 2010

- 11 Move In (8/4)
- 19 Welcome Back Edition (8/16)

September 2010

- 2 Portland Football Preview (8/30)
- 9 NAU Football Preview (9/3)
- 23 Oregon Football Preview (9/20)

October 2010

- 25 Homecoming Edition (10/18)

November 2010

- 10 Stanford Football Preview (11/5)
- 24 UCLA Football Preview (11/19)

December 2010

- 1 Graduation Edition (11/24)
- 9 Stale Mess: Spoof Edition (12/6)
- 10 Gift Guide (12/3)
- 20 AZ Bowl Guide (12/10)

January 2011

- 18 Back to Class Edition (1/10)

February 2011

- 23 Spring Break Edition (2/16)

April 2011

- 20 Graduation Edition (4/13)

May 2011

- 5 Stale Mess: Spoof Edition (5/2)
- 6 Final Edition (4/29)

* Special Issue print dates subject to change

Special Issue Rates

2-4 Issues	\$12.70 pci
5-6 Issues	\$11.60 pci
7+ Issues	\$10.70 pci

Insert Rates

Number of Pages	Cost Per 1000
Single Sheet	\$84
4-10	\$90
12-24	\$95
Over 24	\$105

Quantities

Minimum	10,000
Maximum	13,500
Sizes	
Maximum	8.5" x 11"
Single sheet or folded - no larger than 8.5"x11"	

Inserts require approval from Advertising Director at least one week prior to insertion. Inserts must be delivered at least five business days prior to run date in boxes clearly labeled:

"Insert for The State Press"
c/o Signature Offset
606 South Madison Drive
Tempe, AZ 85281
480-966-3030

*Note: If ordered inserts arrive at our printer and are larger than the maximum size, the inserts will be folded and the advertiser will incur a folding charge not to exceed \$150.

Classified Display Ad Rates	
Terms	Cost Per Inch
Open Rate	\$17.40
Frequency Volume Discounts	
5 Times	\$15.50
10 Times	\$14.75
15 Times	\$14.00
25 Times	\$11.50
Semester	\$10.50*

*Must be for a minimum of 50 days to qualify.

Minimum size is 2 column inches.

Rates are on a per-column inch basis unless otherwise specified.

Serving ASU Directory

Serving ASU is a targeted directory of services available for ASU students located in the classified section daily. Regular classified display rates apply. Help Wanted and For Rent ads do not qualify for the Serving ASU Directory.

Frequency Discount: \$8.50 pci
10 pre-selected run dates in the Directory during a 30-day period. 4-inch minimum for frequency discount.

Crosswords/Crossword Answers/Sudoku Sponsorship

The crossword puzzle and horoscope page is one of our most popular and best-read daily sections. Sudoku is a fun and addictive puzzle located in our classified section and is among our most popular every day features.

Individual Day: \$90
Semester Contract: \$70* (Minimum 13 weeks, you select the days.)
Crosswords Answers: \$35 per day

Column Widths	
Classified	
1 Column	1.34"
2 Column	2.85"
3 Column	4.35"
4 Column	5.85"
5 Column	7.36"
6 Column	8.87"
7 Column	10.36"

Specs	
Crosswords	
1.16" x 8"	
Crossword Answers	
2.85" x 2"	
Sudoku Sponsorship	
4.35" x 3"	

Classified Line Rates	
Commercial (rates per line/per day)	
1 issue	\$4.20 per line
2-4 issues	\$3.10 per line
5-9 issues	\$2.60 per line
10+ issues	\$2.30 per line
Private Party (rates per line/per day)	
1-4 issues	\$2.60 per line
5-9 issues	\$2.45 per line
10+ issues	\$2.30 per line

All line ads charged per line, per issue.

Bold Headline: Add a bold, centered, ALL CAPS headline to your liner ad for the cost of 2 lines per day (13 characters or less).

Tearsheets: Tearsheets are available to liner customers upon request for 50 cents each. Faxed tearsheets are free for the first insertion only. 50 cents per page thereafter.

Classified Line Ad Deadlines: Space reservation, Copy and Pre-Pay 2PM, two business days prior to ad insertion.

Standard classified line ad formats include the first two words capitalized and an average of 24 spaces in a line. Classified line ads will be billed a minimum of three lines. Any ads less than three lines will be charged the three-line rate.

Optional Features and Additions

Enhancements

Bold Italics, All Caps, Underline, Shade Box, Border Box, and Center Text..... Each: **\$1.00 per issue**

Reverse Ad

Want to make your ad stand out? Reverse your ad with white text on a black box **\$5.00 per issue**

Bold Headline

Center, bold and put in all caps a headline above your line ad in 10 pt. font. Must be 13 characters or less.

..... **Charged as two lines**



Online Ad

Place an ad to appear on asumarket.com

..... **\$30 for 30 consecutive days**



The electronic arm of Student Media, StatePress.com maintains the department's on-line presence, as well as produces its own independent content, including on-line news and features, blogs, student polls, photos and video. It attracts visitors from around the world. The Web site receives more than 100,000 impressions per month.

Positions	Size	Price*
Home Page Premium Button	300 x 250	\$700
Top Banner throughout the site	728 x 90	\$550
Big Button throughout the site	300 x 250	\$500
May, June, July 2011 Rates		
Home Page Premium Button	300 x 250	\$300
Top Banner throughout the site	728 x 90	\$200
Big Button throughout the site	300 x 250	\$150

*per month

MOBILE DEALS iPhone Application

The ASU State Press iPhone application is not only a mobile venue for News, Sports and Entertainment from our terrific student editorial staff, but a "real time" deals and events portal, that YOU control! Through our new mobile advertising platform, you are now able to instantly reach this growing consumer base with custom deals, sales, events and promotions happening only at your business at a time you specify.

Monthly Deals Pricing	
August 2010- April 2011	\$60 per month

• Price based on the purchase of any other ASU Student Media product, otherwise \$100 per month.



DEVIL DEALS Money Saving Coupon Book

4 exceptional editions, 1 low price! Reserve your full color coupons for the entire semester or school year and have the option of changing your offer in each book. Single issue rates available but the more you buy, the more you save!

Coupon specs: 5.5"x 4.25" + 1/8" bleeds. Full color included.

Fall 2010 Editions	
Reserve Date	Published
July 28	August 9
September 27	October 11

Spring 2011 Editions	
Reserve Date	Published
December 13	January 10
March 1	March 21

	Single Side	Double Side
1 Book	\$495	\$900
2 Books	\$385/book	\$575/book
3 Books	\$345/book	\$490/book



Pitchfork Dining Guide

Pitchfork is a great way to reach students who are beginning to build their brand preferences. This full-color guide is a good vehicle to reconnect with returning students and ensure your business is on top of their minds when it's time to eat.

Sizes	Dimensions	Price*
Full Page	7.25" x 9.75"	\$400
Half Page	7.25" x 4.75"	\$275
Inside Cover	7.25" x 9.75"	\$500
Back Cover	7.25" x 9.75"	\$600
Reserve Date		Published
Fall 2010	Sept. 3	Sept. 13
Spring 2011	Feb. 7	Feb. 14

Memorial Union LCD Display

Our new advertising venue in the ASU Memorial Union (MU), at the center of the Tempe Campus, has been rated as having the most pedestrian traffic in the state of Arizona. Located throughout the MU these large, bright LCD monitors are clearly visible and a great way to advertise to the young captive audience.

- **Weekday (daily) average during semester: 14,000 visitors** • **Weekend (daily) average during semester: 3,500 visitors**
- **Monthly Average: 300,000 visitors**

Submission Specifications

- Resolution = 96 ppi
- Size = 970 pixels wide x 728 pixels tall
- File Types = .TXT (text), .JPG, .WMV
- WMV (video) files are not to exceed 20 seconds without the approval of the MU Mktg. Dept.
- Files submitted as .TXT (text) will require layout.
- Design Services are available at an estimated fee, depending on your request.
- Files should be submitted to your ad rep either by disc (CD) or by email.

Frequency	ASU Student Clubs	Campus Departments and Affiliates	Off-Campus Commercial	National
Weekly	\$35	N/A	N/A	N/A
1 Month	\$120	\$300/mo	\$825/mo	\$900/mo
3 Months	N/A	\$250/mo	\$700/mo	\$775/mo
6 Months	N/A	\$200/mo	\$675/mo	\$650/mo
9 Months	N/A	\$125/mo	\$575/mo	\$550/mo
Year	N/A	\$75/mo	\$400/mo	\$475/mo

MEMORIAL UNION

POSTERS, DISPLAY CASES & BANNERS

Along with the electronic LCD monitors, we also offer various other options in this high traffic meeting and eating place located on the Tempe campus. Per month pricing ranges from \$75 to \$2,100 with mediums such as outside and inside banners, staircase display cases and various poster locations on the main level. These all are clearly visible to all Union visitors and a great compliment to your print and online advertising. Contact your ad rep for current rates and availability or click on asuadvertising.com.

ARIZONA POWERBUY

The Arizona Power Buy allows you to place an ad in the student newspapers at ASU and the University of Arizona with a one buy, one bill simplicity. Combining **The State Press** and **The Arizona Daily Wildcat** gives you access to approximately 54,000 readers daily. This is a market that brings an estimated \$4 billion to Arizona's economy annually, and is highly-targeted, educated and full of long-term potential for your business.

Power Buy Rates (per col. inch)

Open	
240"-499"	
500" Contract	

inches divided equally between each publication

Color Charges

Spot Color	per paper
Full Color	per paper

Prices are based on a per column inch basis

ADVERTISING PACKAGES

For maximum exposure, ASU Student Media recommends an integrated marketing campaign that extends across advertising mediums. We offer your business the ability to "bundle" your marketing buy, and increase ROI in the process. Reach one of the following budget levels and advertise in at least two Student Media products, and you'll receive the corresponding discount found to the right. Ask your advertising representative about the best products for your business! **Combo price is cost after discount.**

COMBO	State Press Discount	StatePress.com Discount	Pitchfork Discount	Devil Deals Discount
\$1,200	3%	3%	3%	3%
\$2,000	4%	4%	4%	4%
\$2,750	5%	5%	5%	5%
\$3,500	6%	6%	6%	6%
\$5,000	7%	7%	7%	7%
\$10,000	9%	9%	9%	9%
\$15,000	10%	10%	10%	10%

Contact Us

Phone: 602-496-2166

Fax: 602-496-2170

Email: display.advertising@asu.edu, smclassifieds@asu.edu

Digital and Mechanical Specifications

Color

There are 15 spot colors to choose from. Any ad being submitted with a spot color needs to have that spot color represented in a corresponding gradient of Process Magenta.

Acrobat PDF

Portable document format (Acrobat PDF) is the preferred file format for electronically transmitted ads. Acrobat PDF files should be submitted as press-ready composite PDFs (separations are not accepted). Remember to embed all fonts. The minimum and preferred version of your PDF document should be Acrobat 4 (PDF 1.3).

Universal EPS

Universal EPS files are created through the Print Window of the program you use to build the ad when the command "Print to File" is selected. When sending a Universal EPS, send all font files used in the ad or create font outlines. When sending Type1 fonts, please remember to include both the screen and printer font of each font required.

Web Banners and Buttons

All files for web posting need to be formatted for web: Animated gif files or jpg, RGB at 72dpi. The maximum size allowed is 24k.

General Information

- Make sure you embed all fonts and all images that you placed in the document to be printed.
- Use CMYK color values. Do not use RGB color values.
- Keep your design simple. Newsweb presses do not hold registration or ink density with as much precision as sheetfed presses. Avoid fine lines, fine reverses, large solids, graduated screen tints, and tight trapping and registration whenever possible. Avoid PMS builds on type smaller than 24 pt. Avoid using type smaller than 7 points.
- Dot gain on a newsweb press is more dramatic than on a sheetfed press. To avoid your halftones and color separations from reproducing too dark, use a highlight dot of about 10% (10% dot gain) and a shadow dot of about 75%. Mid tones should be set at approximately 35%.
- Do not knock black type or graphics out of a light colored background. You will get better results if the black overprints the color.
- When scanning photographs, use a resolution of at least 300 dpi or your photos will look grainy.
- Do not use photographs that were downloaded off of the internet. These are not high-resolution images (usually about 72 dpi) and will definitely pixilate on your final product.
- If you are providing a PDF file for spot colors, then you must separate the colors in the file. Acrobat does not recognize spot colors, therefore we can only print it in grayscale or CMYK. Therefore, the spot color should be represented as a gradient of Magenta. When 2 spot colors are chosen represent the second spot color as a gradient of Yellow.

Advertising Policies and Credit Terms

Terms of Payment:

- All advertising rates for The State Press are non-commissionable, net rates. No cash discounts.
- All advertising is prepaid unless credit is approved through ASU Student Media Business Office.
- Make checks payable to ASU Student Media. Visa, Mastercard and American Express accepted. When paying by credit card, include name of business, address, name of cardholder, card number, expiration date and the security code. Cash, personal or cashiers checks and money orders are accepted.
- Invoices/statements are issued monthly for credit-approved advertisers. Terms are net 30 days; any amount open in excess of 30 days is considered past due and subject to a .0833% late fee.
- All political advertising must be pre-paid. Bar and restaurant ads require pre-payment unless credit has been established with ASU Student Media.

Contract & Copy Regulations:

The State Press reserves the right to reject or edit any advertising. Advertising will be refused if it is offensive, ambiguous or deceptive, making the product or service unclear or open to misrepresentation; if it advertises illegal organizations or activities; if it maligns identifiable persons, races, religions or professions; if it is not accurate or truthful; or if it is otherwise determined unacceptable by a Student Advertising Board in consultation

with the Advertising Manager. Make good/adjustments will be considered only for those advertisements where errors occur in the following: business/group name; address or phone number; item price; date; time; or place of event. The error must be solely the fault of The State Press. Adjustments will not exceed the cost of the advertisement and will be based on the portion of the advertisement nullified by the error. Minor spelling errors will not qualify for adjustment. Requests must be registered to the Advertising Manager within 48 hours of publication to qualify, otherwise the advertiser accepts full responsibility

Guaranteed positions are sold at the Advertising Manager's discretion. No proof will be furnished on any advertisement received after deadline. Advertiser agrees to indemnify and hold harmless the State of Arizona, Arizona Board of Regents, ASU Student Media, its Board of Trustees and its officers, agents and employees from and against any and all loss, cost and expense, including reasonable attorney fees for actions by third parties, including those arising from trademark, copyright or privacy claims and inaccurate or misleading advertising resulting from the publication of advertisement.

No upside-down positioning of ads. Web addresses in ads may be checked for content. Political ads must state the source of the funds for the advertisement. For a complete copy of the ASU Student Media Advertising Acceptance Policy, please go to: <http://www.statepress.com>.

- Column depth is 16" billable. Actual depth is 15.65".
- Depth of ads may increase in half-inch increments.
- Width of ads may increase in column increments only.