

publication dates

FALL 2005 (23 issues)

August

• 25 • 30

September

• 8 • 13 • 15 • 20 • 22 • 27 • 29

October

• 4 • 6 • 18 • 20 • 25 • 27

November

• 1 • 3 • 8 • 10 • 15 • 17

December

• 1 • 6

SPRING 2006 (25 issues)

January

• 12 • 19 • 24 • 26 • 31

February

• 2 • 7 • 9 • 14 • 16 • 21 • 23 • 28

March

• 2 • 7 • 9 • 23 • 28 • 30

April

• 4 • 6 • 11 • 13 • 25

special tabular sections

Ask a sales associate for details about special sections appearing this year, including special package deals

**Issue dates and themes are tentative and may change without notice.*

the college market

The Appalachian gives you a dynamic vehicle by which to reach a vibrant market and is undoubtedly the most effective medium by which to reach the Appalachian State University community.

When you advertise in *The Appalachian*, your message is distributed to students, faculty, staff, and alumni of Appalachian State University. Every Tuesday and Thursday 7,000 papers are printed and made available on campus and in the community.

Helping fuel the growth of the local economy, the Appalachian State University community spent \$129 million with local businesses and donated \$6.1 million to charities. Appalachian Students alone spend \$60.9 million a year with local businesses. Shouldn't your business take advantage of this rich specialized market?



The Appalachian

ADVERTISING SOLUTIONS

2005-2006 rate card
& advertising policies

Appalachian State University

PO Box 9025
STE 217 Plemmons Student Union
Boone, NC 28608

(828) 262-2157
Fax: (828) 262-6256

David Freeman, Director
Student Publications
(828) 262-6252

For self-service access to
information about
The Appalachian, go to
www.studentmedia.appstate.edu

The Appalachian
Your student newspaper since 1934.

display rates

Local Open Rate:

\$4.75 / column inch

Campus Rate:

Budget Code: \$2.50 / column inch

Cash: \$2.75 / column inch

Per Column Inch:

1 column	2 inches
2 columns	4.25 inches
3 columns	6.438 inches
4 columns	8.688 inches
5 columns	10.875 inches
6 columns	13 inches

Sample Ad Sizes & Rates:

Full page	\$598.50(6 col. x 21)
Half page	\$299.25(6 col. x 10.5)
Quarter page	\$149.63(3 col. x 10.5)
Eighth page	\$74.82 (3 col. x 5.25)

Classified:

Local Rate: \$4.75 for 20 words
(10¢ for each additional word)

Pre-printed Insertions:

Rate: \$65.00 per 1,000
(\$455.00 for full run
of 7,000)

discounts

- 10% discount for payment in advance
- 15% discount for publishing 5-9 ads
- 20% discount for publishing 10-14 ads
- 25% discount for publishing 15 or more ads
- \$85 additional charge per color advertisement. Color ads are only placed on the back page and must be in one full week in advance.

deadlines

TUESDAY ISSUES

deadline: noon on Thursday

THURSDAY ISSUES

deadline: noon on Monday

F.A.Q.

Q: *Can you create an ad for us or do we need to make it ourselves?*

A: We can design an advertisement for you at no charge. However, we prefer "camera-ready" advertisements in digital format. Please make sure all files submitted are the correct dimensions for our paper.

Q: *What file formats do you accept?*

A: Photoshop, EPS, TIFF, PDF, PageMaker, QuarkXPress, Illustrator 10, **InDesignCS**

Q: *What is your preferred file format?*

A: PDF

Q: *How big is a column inch?*

A: 1 inch tall, 2 inches wide. Please see exact sizes for your print advertisement in this brochure.

Q: *How much are inserts?*

A: \$65.00 for 1,000 inserts.

Q: *Can I have my ad placed on a specific page?*

A: NO - we do not guarantee ad placement. A request can be made but it is not part of the contract.

Actual size of
one column inch

proofing ads

Sales representatives will proof their clients' ads the day before the paper is printed. *One week notice must be given* if the advertiser would like to proof his or her own ad.

Accounts are billed monthly upon receipt of invoice. Account balances are due within 30 days. Accounts more than 30 days past due will lose credit and advertising privileges.

Under no circumstances are sales representatives authorized to grant discounts due to problems with an ad. All discounts must be approved by the Director of Student Publications.

The Appalachian reserves the right to edit or reject any copy which does not comply with its policies and standards.

establishing credit

Unless an advertiser has approved credit with The Appalachian, all advertising must be pre-paid. The Director of Student Publications is solely responsible for approving credit, and no new accounts will be billed for advertising until so approved. Sales representatives can provide a credit application which must be completed and processed before credit billing will occur.

In order to be considered for credit, you must be in business for at least one year in the Boone community. The advertiser must furnish appropriate credit references so they can be contacted and verified. This process generally takes at least two weeks. The Appalachian reserves the right to cancel