

**RATE&DATA** 2010-2011



# DAILYNEWS EXCELLENCE

Your advertising message will appear in one of the best student newspapers in the United States.

The Indiana Collegiate Press Association recognized the Daily News with 17 first-place awards in its most recent contest.

Besides training young journalists in writing, editing, photography, design, multimedia and other modern newspaper skills, the Daily News helps students with excellent training in sales and marketing.

In 2010, staffers for the Daily News won Mark of Excellence Awards from the Society of Professional Journalists. The advertising design department was recognized on a national level by the College Newspaper Business and Advertising Managers organization with the third place award for best sales promotion materials.

High quality journalism and high readership among the members of the Ball State community make the Daily News the best way to reach the multi-million dollar market that is Ball State.

## CONTACT INFO

Hours: Monday - Friday 8 a.m. to 5 p.m.

Summer Hours: Monday - Friday 7:30 to 4 p.m.  
(May 14, 2011 - August 15, 2011)

Ball State Daily News

Art and Journalism Building, Room 276  
Muncie, IN 47306-0481

Display Office: 765.285.8256 or 765.285.8246

Classified Office: 765.285.8247

Bookkeeping Office: 765.285.8250

Fax: 765.285.8248

E-mail: [dailynewsads@bsu.edu](mailto:dailynewsads@bsu.edu)

Facebook: Ball State Daily News

Twitter: @dailynewsads

# PRINT ADVERTISING

## DISPLAY RATES

Amount	Per Column Inch
Open Rate	\$11.50
\$2,000 - \$4,200	\$10.90
\$4,201 - \$6,200	\$10.00
\$6,201 - \$8,200	\$9.55
\$8,201 - \$10,200	\$9.10
\$10,201 - \$13,200	\$8.95
\$13,201 - \$16,200	\$8.50
\$16,201 - \$18,499	\$8.00
\$18,500 - \$19,999	\$7.75
\$20,000 +	\$7.15

Rates valid August through May 2nd. School year contracts signed by September 30, 2010 will be retroactive to the Roll Call Issue.

## SUMMER RATES

Amount	Per Column Inch
Open Rate	\$8.25
\$500 - \$700	\$7.60
\$701 - \$1,300	\$7.10
\$1,301 - \$1,900	\$6.70
\$1,901 - \$2,300	\$6.15
\$2,301 - \$2,750	\$5.83
\$2,751 +	\$5.55

Rates valid May through July. Summer contracts do not include Orientation or Roll Call editions.

## INSERT RATES

Full Runs	Per Thousand
Open Rate	\$60
3 - 6	\$55
7 - 12	\$50
13 - 25	\$45
26 +	\$41

All inserts require running a minimum of 5,000. Mail inserts to HNE Printers, c/o Ball State Daily News, 22 West New Road, Greenfield, IN 46140. Please include date to be inserted.

## COLOR RATES

Spot Color	Full Color
Under 18 in.	\$5 pci
18 in. & over	\$95 flat fee
Under 33 in.	\$10 pci
33 in. & Over	\$335 flat fee

# SPECIAL SECTIONS

## TABLOID RATES

Size	Columns	Inches	Price
Eighth	2 x 2.75	5 x 2.75	\$63.25
Fourth	2 x 5.25	5 x 5.25	\$120.75
Half Hor.	4 x 5.25	10.25 x 5.25	\$241.50
Half Vert.	2 x 10.5	5 x 10.5	\$241.50
Full	4 x 10.5	10.25 x 10.5	\$483

## MINI TABLOID RATES

Size	Columns	Inches	Price
Eighth	2 x 2.5	3.6 x 2.3	\$57.50
Fourth	2 x 5	3.6 x 4.8	\$115
Half Hor.	4 x 5	7.375 x 4.8	\$230
Half Vert.	2 x 10	3.6 x 9.65	\$230
Full	4 x 10	7.375 x 9.65	\$460

## SPECIAL SECTIONS

Section	Publication Date	Format
Roll Call	Aug. 19, 2010	Broadsheet
Homecoming	Oct. 9, 2010	Broadsheet
Family Weekend	Oct. 14, 2010	Broadsheet
Chirp Sports	See Calendar	Tabloid
Holiday Shopper	Nov. 8, 2010	Tabloid
Renter's Guide	TBA	Mini Tabloid
Finals	Dec. 13, 2010	Tabloid
Welcome Back	Jan. 10, 2011	Broadsheet
Valentine's Day	Feb. 14, 2011	Tabloid
Spring Savings	Feb. 21, 2011	Tabloid
Best of BSU	Apr. 4, 2011	Tabloid
Year in Review	May 2, 2011	Tabloid
Orientation Guide	June 6, 2011	Magazine

## MAGAZINE RATES

Size	Columns	Inches	Price
Eighth	2 x 2.75	4.85 x 2.65	\$63.25
Fourth	2 x 5.5	4.85 x 5.37	\$126.50
Half Hor.	4 x 5.5	9.875 x 5.37	\$253
Half Vert.	2 x 11	4.85 x 10.8	\$253
Full	4 x 11	9.875 x 10.8	\$506

Tabloid, Mini-Tab, and Magazine are four column formats, sold in five size increments only and priced using open rate or the available contract rate.



## AD SPECIFICATIONS

- All display advertisements must be at least one column wide by two inches tall (1.78 in. x 2 in.).
- Our daily broadsheet pages are 11.25 inches wide by 21 inches tall. Those ads that exceed 18 inches will be charged for the full 21 inches of space.
- When submitting copy for your ad, list incentives of your business/organization, list all contact information (address, phone number, web site, etc.), business/organization logo, and/or coupons and discounts.
- You may e-mail small files (up to 2MB) directly to [dailynewsads@bsu.edu](mailto:dailynewsads@bsu.edu). We ask that you please make the subject line your account name. Please follow up with a phone call if you have not received a response within 24 hours.
- For files larger than 2MB, you may submit ads to our drop site at <ftp://files.bsudailynews.com>. In the username blank, type "bsudn" and the password is "pica456".
- The Daily News is also able to create an ad for you, free of charge, through our award-winning design staff. Ask your sales representative for more information.
- We require a minimum resolution of 250 ppi to 300 ppi for all print ads and 72 ppi for all online ads.
- Acceptable file formats for client submitted ads include: Illustrator, Photoshop, InDesign versions CS2 or CS3, (.eps), and (.pdf).
- We DO NOT support Microsoft Publisher or Microsoft Office and cannot open their (.pub), (.doc), (.ppt) or other related files. Ads designed in non-professional design applications will be recreated by our talented design staff.

## DEADLINES

Publication Day	Deadline @ 5 p.m.
Monday	Wednesday
Tuesday	Thursday
Wednesday	Friday
Thursday	Monday

Copy received after the deadline is not guaranteed a proof and may be subject to a 10% late fee.

## COLUMN INCHES

1	1.78 in.
2	3.67 in.
3	5.5 in.
4	7.5 in.
5	9.35 in.
6	11.25 in.

## BUSINESS SPECIALS

No matter the size of your business, the Daily News has something to fit your marketing needs. Ask your sales rep today about deals for small businesses and directory listings.

## PUZZLE SPONSORSHIPS

Get your message out to the Ball State community in a unique way with our puzzle sponsorship options. Have your ad at the top and bottom of the crossword puzzle, sudoku puzzle, or horoscope section. Choose from 2 column by 10 inches for \$50 each or 6 columns by 10 inches for \$150 for all three. Each individual puzzle has an advertising space of 2 columns by 1.5 inches at the top and bottom. Customized word searches are also available.



## STUDENT RECOGNITION

Run a 1 column by 2 inch Birthday Wish ad with the Daily News for only \$6 and let the entire community know who's turning another year older.

Let that special someone know how you feel with a Cardinal Cupid. Choose from either a 2.4 inch by 4 inch ad for \$6 or a 5 inch by 4 inch ad for \$12. Deadline is February 2, 2011.

Recognize the achievement of a recent graduate with a Graduation Wish. Choose from either a 2.4 inch by 4 inch ad for \$20 or a 5 inch by 4 inch ad for \$35.

Deadline is April 23, 2011.

## FRONT PAGE ADS

Want to get the most exposure for your business? Of course, you do! Run your full color 6 column by 2 inch ad at the bottom of the front page. This ad runs as the only ad on the page, so it fills up for the semester quickly. Contact your sales rep today to reserve the Front Page spot.

## VIDEO ADS

Make your business or organization come to life with our video ads. We can produce, edit, and host your multimedia commercial on our website. Get in touch with our sales rep team for more specs and information today.

## ON-CAMPUS FAIRS

Each year the Daily News hosts the Best of Ball State Fair, which showcases businesses and organizations from the Ball State community. Students vote on their favorite items from a list of categories. Your business can reserve a booth outside of the Daily News office, AJ 276, to show voters that your business is worthy of being the "Best of Ball State".

Renter's Fair showcases all of the local housing and utility options available around the local Ball State community. For more information, contact your sales representative.



# DESIGN SERVICES

## WEBDESIGN

In today's technology-based world, it's easy for businesses to fall behind in current trends. Our web design services are here to make sure that doesn't happen to you. The talented Daily News design staff can create a custom website to meet all of your business needs. Ask your sales rep about a design consultation today.

## PRINTMEDIA

The Daily News offers custom design services for full color brochures, flyers, logos, and newspaper inserts. Contact one of our sales representatives for a quote.

# LEGAL TERMS

## ADPOLICIES

### Revise/Reject

- The Daily News reserves the right to revise or reject advertisements. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will not be accepted. Advertisements containing false or misleading statements will be rejected.
- Advertisements for products, services or promotions illegal in the state of Indiana, or that violate U.S. Postal Service regulations, will be rejected. All advertising is subject to the final approval of the editor of the Daily News.

### Page Positioning

- With the exception of certain special issues, no page position for any advertisement will be sold or guaranteed. Requests will be honored when possible in the daily issues. The Daily News assumes no financial responsibility for failure to honor page position or placement request, nor will the Daily News be held liable for failure to notify an advertiser when such requests cannot be honored.
- The Daily News assumes no financial responsibility for the placement or page position of an advertisement in relation to other advertisements contained in the publication, including but not limited to, competitors' advertisements and advertisements of similar size or design style. No class of paid advertisement is accompanied by news stories or free notices.

### Publication of Ad

- The Daily News assumes no liability for failure to publish an advertisement or for the financial loss of business for failure to publish an advertisement.
- If the University closes for an emergency, the Daily News reserves the right to still publish the paper. All ads will run as is and as scheduled unless we receive a phone call by the deadline to pull the ad.

### Copyright and Liability

- The advertiser and/or advertising agency assumes liability for all content (including text representation, illustration and appropriations considerations) of advertisements published and assumes responsibility for any claims arising against the Daily News. School identifiers are not allowed to be used in outside client advertisements. Identifiers include, but are not limited to, Benny, Charlie Cardinal, Ball State's logo, and Ball State's Homecoming logo.

### Political and Editorial Ads

- Advertisements having the appearance of editorial material must be identified as "paid advertisement." All political advertising must be paid in advance, and must be identified as "paid political advertisement," and include the name of the person or organization that paid for the ad.

## RESTRICTIONS

- Upside-down or sideways advertisements are not accepted. If copy is supplied in this manner, the Daily News will alter the copy into a normal vertical format prior to publication.
- The Daily News is not responsible for photographs or other materials which are left with us for more than 10 days after the first publication. Advertisers wishing to have photographs or other materials returned must notify the Daily News of this request when materials are submitted.
- The advertiser and/or advertising agency is responsible for obtaining photo releases from anyone whose picture or likeness appears in an advertisement. The ad cannot be pulled the day before the ad runs.

## OBLIGATIONS

### Contracts

- All contracts are subject to approval by the Daily News advertising director. Contracts signed after September 30, 2010, will not be retroactive.
- An advertising contract is a guarantee on the rate, but does not imply credit has been granted.
- Contract rates apply only to advertisements inserted during the time specified in the contract (August 19, 2010 - May 2, 2011).

### Contract Adjustments

- Advertisers who fail to fulfill their contracts will be charged for dollars spent at the applicable rate. For example, (contracted rate fulfilled-actual inches used) x actual number of inches used=adjusted total.
- Advertisers who fail to fulfill contract obligations due to delinquent charges will forfeit all discounts previously earned under the contract.

## CORRECTIONS

### Make-Good Ads

- The Daily News assumes no financial responsibility for errors in advertisements beyond the cost of space occupied by the advertisement in the first issue in which the error is made. "Make-good ads" will run, when appropriate, before billing adjustments are made. Such adjustments will not be considered if a proof of the ad was delivered and the advertiser failed to call in corrections by the stated deadline. Errors in an ad do not automatically qualify for a make-good ad.

### Credit Adjustments

- Credit will not be considered if the Daily News advertising director is not notified within 15 days of the invoice date. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by the Daily News advertising director. Adjustments will be noted on the next statement. Any/all "make-good ads" and credit adjustments will be determined by the advertising director. The Daily News is not responsible for errors in an ad if copy is turned in after deadline.

### Proofs

- Ads will not receive a proof unless requested by the client. Proofs go out daily as soon as the ad is designed but no later than 10 a.m. the day before publication. It is the responsibility of the advertiser to provide correct information for where and to whom the proof needs to be sent.

### Proof Corrections

- Proofs are not to be used to change design and arrangement, but rather to check accuracy of the ad. The Daily News is not liable for errors in original copy received from the advertiser or corrections or copy substitutions submitted after deadline.
- Deadline for corrections is 2 p.m. one day prior to publication or Friday by 2 p.m. for Monday publication. Special Section proof deadlines will vary.
- A corrected proof will be sent only at the client's request, and there will be no further corrections if it is after the proof deadline.
- If the Daily News does not hear from the client by proof deadline the ad will run as is; the Daily News is not responsible for errors in an ad if the client received a proof and did not contact us.
- It is up to the discretion of the production supervisor and/or advertising director to accept ads after deadline. If an ad is accepted the Daily News does not guarantee a proof will be

sent out and the Daily News is not responsible for any errors that may occur in the ad.

- There will be a late fee assessed of 10% of the total cost of your ad for any copy or space reservation after the deadline. This is subject to approval of the late information from the advertising director.

## PAYMENTTERMS

### New Accounts

- New accounts in display advertising are to be pre-paid for one year.

### Payments

- We accept cash, check, or money order for all billed accounts.
- There will be a \$25 service fee assessed for every returned check.

### Pre-Pay Accounts

- Payment is due on ad copy deadline day.
- The Daily News will pull ads that do not have payment in on time.
- We accept cash, check, money order, Visa, Discover or Mastercard for payment.

### Credit Termination

- Credit may be revoked at the discretion of the Daily News.
- Accounts more than 90 days in arrears may be placed on a pre-pay basis.

### Credit

- After the client has run with the Daily News for one year they may fill out a credit application for consideration.
- Allow 10 working days for credit approval before scheduling the first ad.
- Other credit applications will be considered at the discretion of the advertising director and/or the business coordinator.

### Billing Conditions

- Advertisers requesting to be billed after the one-year probationary period must complete a credit application for consideration.
- Accounts are billed the last day of the month. All advertising invoices must be paid in full within 30 days of invoice date. Accounts unpaid after 45 days will be granted additional advertising only at the discretion of the Daily News advertising director. Accounts unpaid after 60 days will be considered delinquent and no further ads will be accepted until the delinquent amount is paid.
- Once invoices become 91-120 days old, departments will be notified that a letter will be sent to the customer by Bursar and Loan Administration notifying them that, unless payment or an arrangement to pay is received within 30 days, the account will be referred to a collection agency for collection. This means that the customer will incur additional charges to reimburse the collection agency for their efforts.
- Once invoices become 121-150 days old, they will be referred to a collection agency for collection.

### Interest

If a payment is late, it is subject to an interest fee. If a client is 91 days to 120 days late on a payment, a 10% interest fee will be charged. If a client is 121 or more days late, a 5% interest fee will be added on top of the original 10% interest fee. A one time charge of the total interest fee plus the original cost will be billed to the client.

# PUBLICATION CALENDAR

## AUGUST 2010

Su	M	T	W	R	F	Sa
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				

August 19 - Roll Call

## SEPTEMBER 2010

Su	M	T	W	R	F	Sa
			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		

September 1 - Labor Day Weekend Page  
September 2 - Chirp  
September 9 - Chirp

## OCTOBER 2010

Su	M	T	W	R	F	Sa
						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 9 - Homecoming  
October 11 - Breast Cancer Awareness Month Page  
October 14 - Chirp & Family Weekend

## NOVEMBER 2010

Su	M	T	W	R	F	Sa
	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				

November 4 - Chirp  
November 8 - Holiday Shopper  
November 18 - Chirp & Great American Smokeout Page

## DECEMBER 2010

Su	M	T	W	R	F	Sa
		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	

December 2 - Roof Over Your Head Day Page  
December 13 - Finals

## JANUARY 2011

Su	M	T	W	R	F	Sa
						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

January 10 - Welcome Back  
January 27 - National Puzzle Day Page

## FEBRUARY 2011

Su	M	T	W	R	F	Sa
		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					

February 14 - Valentine's Day  
February 15 - Singles Awareness Day Page  
February 21 - Spring Savings

## MARCH 2011

Su	M	T	W	R	F	Sa
		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		

March 29 - National Mom & Pop Day Page

## APRIL 2011

Su	M	T	W	R	F	Sa
					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

April 4 - Best of BSU  
April 24 - Easter Page

## MAY 2011

Su	M	T	W	R	F	Sa
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				

May 2 - Year in Review

## JUNE 2011

Su	M	T	W	R	F	Sa
		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		

June 6 - Orientation Guide

## JULY 2011

Su	M	T	W	R	F	Sa
					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