

the butler BUTLER UNIVERSITY ESTABLISHED 1886 INDIANAPOLIS, IN

COLLEGIAN



2010 MEDIA KIT

AD MANAGERS: LAUREN FISHER & ERIN HAMMERAN
P: 317.940.9358 | F: 317.940.9252 | ADVERTISING@BUTLER.EDU

>>ABOUT US

The student voice of Butler University

The Butler Collegian, established in 1886, is an award-winning, controlled-circulation newspaper produced by the student journalists of Butler University. Every Wednesday, 2,500 papers are distributed across campus and another 100 are mailed out by subscription.

In the summer of 2010, both the print and online editions of the newspaper underwent a dramatic facelift and technical upgrade.

Butler University is an independent, co-educational, liberal arts university located on the northwest side of Indianapolis, just minutes from downtown, Broad Ripple, Nora and Keystone/Castleton areas.

The university has more than 4,500 students representing a wide variety of interests and needs. Butler is also home to more than 140 student organizations.

Please contact Ad Managers Lauren Fisher or Erin Hammeran for further information at 317.940.9358 or by e-mail at advertising@butler.edu.

Read us *in print*
at and around
Butler University/Broad
Ripple or *online*
anytime at
TheButlerCollegian.com.

weekly print edition
REVAMPED
&
online edition 2010-2011
RENOVATED

new look, same values.

BRAGGING RIGHTS

(2009, ICPC, Division II)

1st PLACE

- Best News Feature Series
- Best Non-Deadline News Reporting
- Best Stand-Alone Section
- Best News Feature
- Best Single Issue
- Sports Feature Writing
- Best Breaking News Reporting

2nd PLACE

- Newspaper of the Year
- Best Sports Photo
- Best News Feature

3rd PLACE

- Best Sports News Story
- Best Illustrations
- Best Front-Page Design
- Best Staff Editorial

Updated Print & Online Editions



PUBLICATION SCHEDULE 2010-2011

**denotes special issue*

FALL

August 25*
September 1*
September 8
September 15
September 22
September 29
October 6
October 13
October 27*
November 3
November 10
November 17
December 8

SPRING

January 26
February 2
February 9
February 16
February 23
March 2
March 9
March 30
April 6
April 13
April 20
April 27

>>RATES

The following rates are subject to change and are considered "standard rates." Promotional rates/discounts not listed. An additional 20% will be added for CMYK-color ads. The dimensions of the ad sizes are shown in column inches (1.85 in x actual inches). For example, a 2x6 ad equals 2 columns (3.70 inches) by 6 inches.

IN PRINT

	3x3	2x6	3x6	1/4 PG (3x10.5)	6x6	1/2 PG (6x10.5)	Full PG (6x21)	Inserts
One Issue Run (\$8/pci)	\$72	\$96	\$144	\$252	\$288	\$441 (\$7/pci)	\$882 (\$7/pci)	\$750
Three Issue Run (\$7/pci)	\$63 per issue	\$84 per issue	\$126 per issue	\$220 per issue	\$252 per issue	\$378 per issue (\$6/pci)	\$756 per issue (\$6/pci)	
Six Issue Run (\$6.50/pci)	\$58 per issue	\$78 per issue	\$117 per issue	\$205 per issue	\$234 per issue	\$346 per issue (\$5.50/pci)	\$693 per issue (\$5.50/pci)	
Semester Run (\$6/pci)	\$54 per issue	\$72 per issue	\$108 per issue	\$189 per issue	\$216 per issue	\$315 per issue (\$5/pci)	\$630 per issue (\$5/pci)	

ONLINE

	1 week	4 week	Semester	Classified	Video
125x125 pixels	\$50	\$150	\$450	\$25 for maximum of two weeks	\$100 (1 week) \$350 (4 weeks) \$1000 (semester)
300x250 pixels	\$70	\$230	\$690		
468x60 pixels	\$80	\$270	\$810		

PACKAGES

* 25% DISCOUNT FOR
CLIENTS WITHIN BUTLER
UNIVERSITY COMMUNITY

* PURCHASE ANY PRINT
AD AND RECEIVE 15% OFF
ANY SIZE ONLINE AD FOR
ONE WEEK

Please contact Lauren Fisher/Erin Hammeran at
advertising@butler.edu to discuss options not listed.

We understand
the value of your
money, time and effort.
*Let us design an effective
print ad for your business.*

>> ADD IT UP

STEP 1 >>

Find a size:
Print or Online

STEP 2 >>

Choose your
commitment:
Print or Online

STEP 3 >>

Add a package:
Butler client?
Non-Profit?
Print-online special?

STEP 4 >>

Add CMYK-Color:
20% charge

STEP 5 >>

Let us design it:
Print or Online

+

YOUR
TOTAL
HERE

	3x3, 2x6, 3x6, 1/4 Page, 6x6, Online (any size)	Half/Full Page Ad
For use in <i>The Butler Collegian</i> (print or online)	\$10	\$15
For use in <i>The Butler Collegian</i> (print or online)/personal use	\$15	\$20

*contact 317.940.9358 or advertising@butler.edu
for details on pricing.

>> PAYMENT & POLICIES

Deadlines: All copy and graphics concerning an ad must arrive by 12 p.m. noon the Friday prior to Wednesday's publication date. All copy and graphics received after this time will not be run on the desired date. Insertion orders must be in place two weeks prior to publication and received by *The Butler Collegian* the Tuesday prior to the next Wednesday's publication date. For online ads, materials must be submitted one week prior to the desired run date.

Preferred Placement: All ads will be placed at the ad manager's discretion. Preferred placement can be requested, but no guarantees will be made. *Policy excludes special offers.*

Payment: Upon purchasing advertising space, each client must sign a contract that includes billing information. Payment should be received by 30 days after the bill is received.. Late payment will result in a late fee, comprised of 1.5 percent of the original bill. Repeat offenders will have ads pulled until the situation is resolved.

Acceptance Policy: *The Butler Collegian* reserves the right to edit, properly classify, cancel or decline any ad. We will not knowingly accept advertising that discriminates on the basis of sex, age, religion, race, national origin, physical disability or sexual orientation. Please report all errors promptly. If the error is the fault of *The Butler Collegian*, adjustments will be made.

welcome
to our world.
contact us to begin your
advertising adventure today.

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