



2010 MEDIA KIT

AD MANAGERS: LAUREN FISHER & ERIN HAMMERAN
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>>ABOUT US

The student voice of Butler University

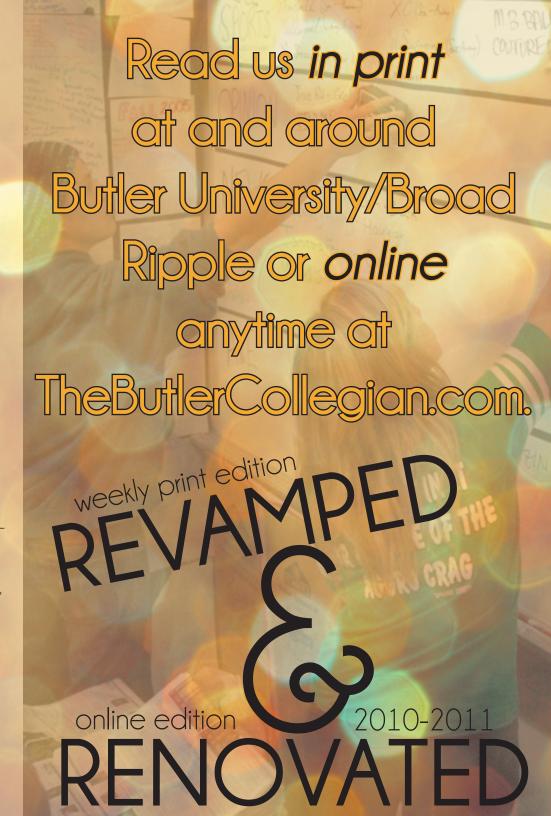
The Butler Collegian, established in 1886, is an award-winning, controlled-circulation newspaper produced by the student journalists of Butler University. Every Wednesday, 2,500 papers are distributed across campus and another 100 are mailed out by subscription.

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.



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



the butler VOL 125 ISSUE 1 ESTABLISHED 1886 LLEGIAN



Atherton buys produce from campus farm



the butler the BUTLE LANGESTY STUDENT WATCHCOOK

LETTERS TO THE EDITOR CLASSIFIEDS

NEWS » ABOUT US » ADVERTISING RATES

Follow Us!

low do you like our new look?! 2 days ago

Enter search keyword

AD SPACE (468 x 60)

We'll also be your link to exclusive only online content featured on the The Collegian's new website (to be unveiled soon!) 2 days ago

Gearing up for the first fall Collegian. Follow us all year long for the latest Butler University news, sports, entertainment and more! 2 days ago

Baseball takes first series in season



21 July 2010

21 July 2010

The Butler baseball team won three of four games this week, including a series win against Milwaukee at Buildog Park. In the April 14 match against Dayton, the Buildogs managed 17 hits and went 9-0 in the first four innings. Juniors Luke Duncan and Grant Fillipitch and paging Valo Schultz bed these bits. senior Kyle Schultz had three hits each, and [...] · Read the full story

Posted in Featured Article, Sports © 0 Comments

Last weekend marked a series of

notable events for the Butler softball team. The Bulldogs (34-11, 10-5 HL) swept Detroit (2-29, 0-18 HL) in a three-game homestand by outscoring

the Titans 23-5 during the weekend Additionally, Butler also celebrated

Senior Recognition Weekend, extended a school record and had a

player named "Horizon League

Bulldogs presented with postseason recognition, opportunities

21 July 2010

nst Milwaukee at Buildog Park. In the April 14 match against Dayton,

lldogs managed 17 hits and went 9-0 in the first four innings

The three senior members of the men's basketball tearn—Avery Jukes, Nick Rodgers and Willie Veasley— played for the Washington Generals in a game against the Harlem Globetrotters at Conseco Fieldhouse April 14, Unique opportunities such as this have continued to present themselves to the team. The Globetrotters game only marked the beginning. To continue his popularity

Read the full story

Softball sweeps Detroit with Thanks for memories, Butler

21 July 2010

Prior to this academic year, we had never covered sports for a print publication at Butler. We spent the previous academic year writing Dawgnet, now part of The Butler Collegian Online, and had no idea what the year would hold for us. When last August came, we jumped into the fall sports season unaware • Read the full story

ad space

(300 x 250)

Popular Latest Comments Tags

Subscribe

88488 (125 x 125)

88488

(125 x 125)

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.

PACKAGES

* 25% DISCOUNT FOR CLIENTS WITHIN BUTLER UNIVERSITY COMMUNITY

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

IN PRINT

		3x3	2x6	3x6	1/4 PG (3x10.5)	6x6	1/2 PG (6x10.5)	Full PG (6x21)	Inserts
ı	One Issue Run (\$8/pci)	\$72	\$96	\$144	\$252	\$288	\$441 (\$7/pci)	\$882 (\$7/pci)	
	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)	4750
	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)	\$750
	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	¢ 7.5 . r -	*100 (1 · · ·)
300x250 pixels	\$70	\$230	\$690	\$25 for maximum of two weeks	\$100 (1 week) \$350 (4 weeks) \$1000 (semester)
468x60 pixels	\$80	\$270	\$810		VIOCO (COMICOTO)

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.

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

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STEP 1 >> Find a size:

Print or Online

STEP 2 >> Choose your committment:
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

>>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 knowningly accept advertising that discriminates on the basis of sex, age, religion, race, national origin, physicial disability or sexual orientation. Please report all errors promptly. If the error is the fault of *The Butler Collegian*, adjustments will be made.





the butler butler university established 1886 Indianapolis, in COLLEGIAN

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