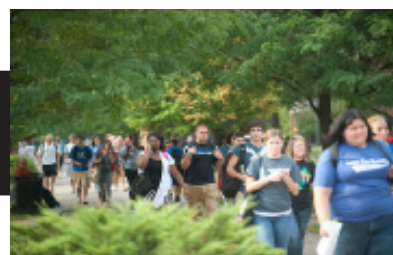


Display Advertising Rates

By students, for students.



6 column - 10.25"

5 column - 8.5"

4 column - 6.8"

3 column - 5.0"

2 column - 3.3"

1 column - 1.6"

Campus Depts. & Orgs. Display Ad Rates

Open rate (Non-contract)	\$5.68
150-350 ci contract	\$5.30
351-550 ci contract	\$5.09
551-750 ci contract	\$4.88
751-1000 ci contract	\$4.67
1000+ ci contract	\$4.44

Local Display Ad Rates

Open Rate (Non-contract)	\$6.99
150-350 ci contract	\$6.28
351-550 ci contract	\$6.05
551-750 ci contract	\$5.84
751-1000 ci contract	\$5.61
1000+ ci contract	\$5.41

Regional Display Ad Rates

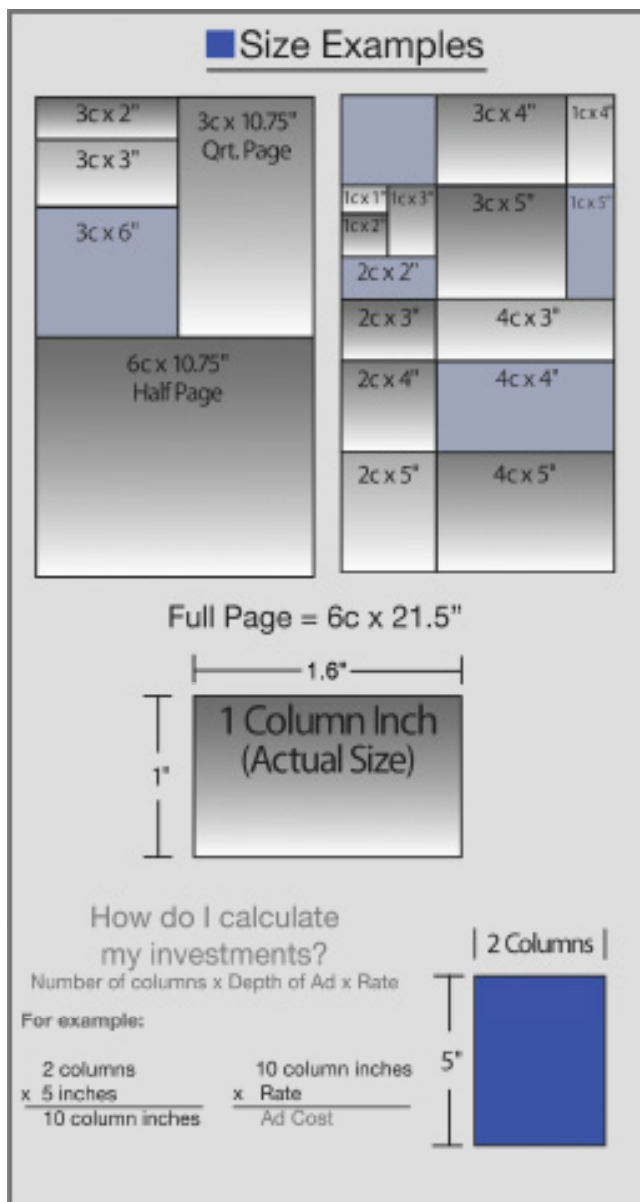
Open rate (Non-contract)	\$8.71
150-350 ci contract	\$8.00
351-550 ci contract	\$7.77
551-750 ci contract	\$7.55
751-1000 ci contract	\$7.32
1000+ ci contract	\$7.00

National Display Ad Rates

Open rate (Non-contract)	\$10.59
500-1000 ci contract	\$9.70
1001-2000 ci contract	\$9.04
2001+ci contract	\$8.26

Classified Display Rates:

Because of guaranteed placement and high readership, display ads on the Indiana Statesman classified pages are \$1 per column inch more than display ads on other pages.

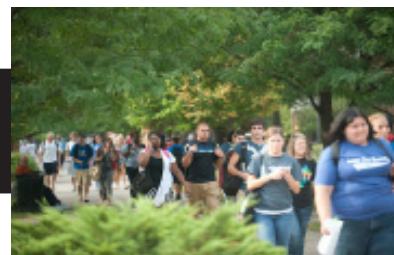


Indiana Statesman

Publication Schedule 2010-2011

By students, for students.

Indiana Statesman Publication Dates 2010-2011



August

S	M	T	W	T	F	S
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				

September

S	M	T	W	T	F	S
			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	

October

S	M	T	W	T	F	S
					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						

November

S	M	T	W	T	F	S
	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				

December

S	M	T	W	T	F	S
			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	

January

S	M	T	W	T	F	S
						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					

February

S	M	T	W	T	F	S
		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					

March

S	M	T	W	T	F	S
		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		

April

S	M	T	W	T	F	S
					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

May

S	M	T	W	T	F	S
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				

Special Issues and Promotions

Back to School: Aug. 20
First Day of Classes/Tradition: Aug. 25
Homecoming Issues: Oct. 4, 6, 8
ISU Living Guide: Oct. 25
Basketball Preview Tabloid: Nov. 12
Study Week Game Book: Dec. 6
Fall Commencement Tabloid: Dec. 10
Welcome Back: Jan. 12
Valentine's Issue: Feb. 14
ISU Living Guide 2: March 28
Basketball Tourney Preview: TBA
ISU Living Guide 3: April 18
Study Week Game Book: April 25
Spring Graduation Guide: April 29
New Student Orientation: TBA

Deadlines

Advertising space
and copy reservation
deadlines for regular
issues of the Indiana
Statesman are:

For ads that require a
proof or that contain
color, one additional
business day should be
added to the deadline.

Monday Issues:

3pm Thursday

Wednesday Issues:

3pm Monday

Friday Issues:

3pm Wednesday

Earlier deadlines are
in effect for special
sections. Please contact
the Statesman for
these dates.

Important Dates

Fall Classes Begin: Aug. 25
Labor Day: Sept. 6
Homecoming: Oct. 9
Fall Break: Oct. 15
Thanksgiving Break: Nov. 24-28
Fall Finals: Dec. 14-17
Fall Commencement: Dec. 18
Spring Classes Begin: Jan. 10
M.L.K Jr. Day: Jan. 17
Spring Break: March 7-11
Spring Finals: May 2-6
Spring Commencement: May 7

Indiana Statesman

Advertising in Color

By students, for students.



How well an ad performs is strongly affected by color.



Color ads have a greater impact than black and white ads!

Two or more colors + black (full color) \$160



*Spot Color
magenta, cyan, yellow, shamrock green, royal blue, cherry red, or orange.*

One Color + Black (Spot color) \$70



Research has shown that full color ads attain 62% higher retention than black and white ads and 40% higher than two color ads.

Indiana  Statesman

Front Page Advertising

By students, for students.

The Indiana Statesman is now offering front page advertising!

- Front page!
- Full color included!
- Only guaranteed placement offered!

Buy 1 front page ad for
\$250

Volume Discounts Available!

Buy 3 consecutive front page ads for
\$600
Save \$150!

Buy 12 consecutive front page ads for
\$2000
Save \$1000!

5% prepay
discount applies

FIRST COME
FIRST SERVED!

NEW!

Indiana Statesman

Wednesday, Sept. 1, 2010 | Vol. 117 Issue 5 FOR ISU STUDENTS, ABOUT ISU STUDENTS, BY ISU STUDENTS | www.indianastatesman.com | FREE

Golf team gets new coach
See story on page 6.

Check out coverage of ISU women's volleyball team online at indianastatesman.com



Friday Night Frights
By: Richard Rainwater

Friday night football is usually full of drama, but high school football fans got more than they asked for at Friday's Terre Haute North Vigo vs. South Vigo high schools football game at Memorial Stadium.

Director of Public Safety Bill Mercer commented on the situation briefly.

"The case is ongoing, so I can't get into too much detail. What we know is that [Dennis] Ratz was working in the coach's box during the game when the glass was broken out of the window," said Mercer. "Ratz's arm was cut and around five to seven people were injured by the glass that came down."

The case has been handed off to the Vigo County Prosecutor's Office and no word on criminal charges has been released.

See Unleaguer photo spread on page 6.

Weather
Wednesday
Isolated T's/Th's
90°
68°
Thursday
Isolated T's/Th's
87°
65°

With another school year already underway, new students aren't the only ones learning the lay of the land at ISU. John D. Murray was chosen from a competitive pool of 60 applicants to fill the position of dean of the college of arts and sciences.

After the retirement of Tom Sauer, with his 10



Dot Dot Dot member Rose performs at The Ballyhoos Tavern at last week's homecoming. The band consists of five members: Adam, Litter Lass, Michael, Rose and Marty.

Orgs. thankful for Student Expo
By: Chelsea Leubinger

There were numerous organizations set up around the Fountain at Indle Plaza for the Student Organization Expo Monday afternoon in order to spread their messages to students.

Among the many organizations were the St. Joseph's University Parish, The Fashion Merchandising Association (FMA), Student Council for Exceptional Children (SCEC) and many sororities and fraternities such as Alpha Sigma Alpha, Kappa Alpha, Gamma Phi Beta.

"We [had] up to 20-25 people come and sign up here at the Campus Ministries," said Jeff Schaffer, the director of the St. Joseph Campus Ministries. "Ratz was working in the coach's box during the game when the glass was broken out of the window," said Mercer. "Ratz's arm was cut and around five to seven people were injured by the glass that came down."

The case has been handed off to the Vigo County Prosecutor's Office and no word on criminal charges has been released.

see EXPO page 2

College of Arts and Sciences gets new dean
By: Chelsea Leubinger

Murray has begun to tackle Indiana State's 19 academic departments, which include the arts, humanities and both the social and natural sciences.

Murray has already traveled with a group of students and faculty on a trip to North Carolina to work on a project, as well as things closer to home, such as supporting ISU theater productions.

'Let The Party Go On'
Dot Dot Dot coming to Terre Haute for two performances

individual," said Adam. "Our covers range from Kanye West, to a weird selection of songs like MIA."

The band formed in 2007, a few months before appearing on the show. Pack's America's Next Greatest Band! Before becoming Dot Dot Dot, the members were in separate cover bands.

"Half of us were in a successful band, and when I say 'successful' hand I mean we were making a living playing music, which is amazing in these days," Adam said. "We went from nothing to something really fast."

The show flung the band forward into a spotlight that had rarely been in before. The new life style was a shock to the

band. "The whole thing was surreal. There was John Meyer and all these cool people; we did not belong," Adam said. "You work your whole life on trying to do something successful and then something you didn't even think, just works."

The origin of the name, Dot Dot Dot, depends on which band member explains the story.

"If you ask Michael (the keyboardist) he will tell you the girls were in a band called Dot and we (the guys) were in a band called Dot Dot and we figured stop lightning," Adam said.

The true story, according to Adam, is he was helping a kid on the drums

see BAND page 6

New Space, New Face
By: Stephanie Jefferson



Dr. Stephanie Jefferson, the new director of the African American Cultural Center, takes President Barack Obama on a tour of the newly renovated facility during the open house Monday afternoon. Jefferson shows Bradley a 19th-century, antique cabinet filled with African art in one of the conference rooms.

Tucked away on a small corner of Indiana State's campus at Eighth and Eagle streets, the African American Cultural Center has gone through some significant changes.

Along with a newly renovated building to better serve students, the AACCC also welcomed a new director, Stephanie Jefferson.

"It was in the works when I came here from the University of Illinois-Chicago," said Jefferson, who has held her post at the center for three months. "We wanted to create an environment where anyone from any group could come, relax and learn more about the culture around them."

The center underwent a major overhaul, with new furniture, new carpeting and a new outlook for the 2010-11 school year.

"I have met some extremely wonderful people in my short time here," said Jefferson.

see AACCC page 3

By Richard Rainwater
Reporter

Annual faculty art exhibit opens
By: Reggie Edwards

The exhibition "The exhibition 2010" is a unique opportunity for students and the community to view the quality of workmanship that is not only taught but also executed by art professors.

The dates for this year's Faculty Art Exhibition are Aug. 23-Sept. 10. It features



YOUR AD HERE!

Pre-printed Inserts:

The Indiana Statesman offers its advertisers the opportunity to place preprinted inserts within its issues.

Full circulation of 4,000 at all times is required.

Open rate
\$70/K - \$280 *per issue*

Volume Discounts
(12 month contract)
10-19 inserts per year
\$60/K - \$240 per issue

20+ inserts per year
\$50/K - \$200 per issue

To be accepted, a copy of each insert must be submitted to the Student Ad Manager for approval two weeks prior to scheduled insertions.

Once approved, preprinted inserts must be shipped directly to the printer:

Tribune-Star Publishing
4675 E. Margaret Ave.
Terre Haute, IN 47803
Phone: 812.231.4269

[illegible]

Indiana Statesman Online Advertising and Classified Advertising

By students, for students.



Online Advertising Rates

Top Full Banner
468 X 60 pixels

1 Month	\$100
3 Months	\$275
6 Months	\$500
12 Months	\$900

Right and Left
Vertical Banner

120 X 240 pixels	
1 Month	\$100
3 Months	\$225
6 Months	\$400
12 Months	\$700

Online advertising is an opportunity for 24/7 world wide exposure at indianastatesman.com! It is a great place to hook up with current and prospective students, alumni, faculty, staff, and unlimited audience of online readers.

Bottom Full Banner
468 X 60 pixels

1 Month	\$100
3 Months	\$225
6 Months	\$400
12 Months	\$700

Extend your reach! Get your information on the web, read by the ISU community and beyond!

- Food & Spirits Guide
- Service Guide
- Living Guide

List your establishment in any of these directions for
only \$20 per month

Classified Advertising Rates

Extras

Type accents:

-**Bold Type** or
Underlined words- 10¢
per word.

-Headlines with liner
ads:

10-point bold- 25¢
per cent

12-point bold-50¢
per line

-Border- \$1 per issue

-Big Greek Letters or crests
with liner ad \$1 for 3 letters
or one crest per issue

Reverse text white with
black back-\$4 per issue.

Online

(flat-rate-web only
features)

Animated icon
\$2.00

Spotlight/Featured ad
\$2.00

Colored background
\$1.00

Colored type-\$1.00

Link to your website
\$1.00

Google map
\$1.00

Youtube video
\$1.00

Business Ads- \$7.00

One Liner ad for one issue

Business Freq. Discount- \$6.00 per issue

Same Liner ad without changes in three or more
consecutive issues

ISU Organization- \$5.00 per issue

ISU Organization and Departments

*Rates are the first 20 words. Add 15¢ for each
extra word. All classified ads MUST be prepaid.

Indiana Statesman

College Media Facts

82% of students have read their weekly campus newspaper in the past three months.

3.2 students is the average pass-along readership for a single copy of the student newspaper

73% of students read the advertisements in their school newspaper.

79% of students have been motivated to take some sort of action by an article or advertisement.

78% of students use coupons or promo codes at least some of the time.

65% of students interviewed answered the campus newspaper's advertising content is relevant to the students, faculty and staff.

82% of all faculty have read the campus newspaper within the past three months.

62% of faculty members read the advertisements in the school newspaper.

Indiana Statesman Special Options

By students, for students.



Indiana Statesman

How We Can Accept Ads:

Advertisers can submit ads to the Indiana Statesman and indianastatesman.com in several ways. Ads can be submitted on jump drive, zip disk, or as a camera ready proof by e-mail to: ISU-statesmanads@mail.indstate.edu

Ads submitted on disk or electronically must be received in a format compatible with Indiana Statesman and Indiana Statesman and indianastatesman.com software and Macintosh computer equipment. All ads submitted on disk and electronically must be accompanied by fonts and artwork.

Compatible file extensions include TIFF, PSD, JPEG, GIFF, and EPS.

Get to Know Us:

The Indiana Statesman is conceived and managed by Indiana State University students, who gain practical experience as writers, editors, photographers, designers, and advertising salespersons. The students make all final decisions in regard to editorial and advertising content and design.

The Indiana Statesman is published nearly 100 times each academic year: Mondays, Wednesdays, and Fridays during the fall and spring semesters. The Statesman is distributed free to over 100 locations on and off campus. During the fall and spring semesters, 5,000 copies of each Statesman issue are distributed.

Know the Facts:

Students and Faculty are reading their campus newspaper regularly!

- 64% of students report reading their school newspaper in the past seven days, and 52% say they have read the most recent issue published of their school's newspaper.
- 60% of faculty and staff report reading their school newspaper in the past seven days, and 46% say they have read the most recent issue published of their school's newspaper.
- Other newspapers do not reach college students like their school newspaper can:

Local newspaper	35% weekly
New York Times	12% weekly
USA Today	8% weekly
Wall Street Journal	5% weekly

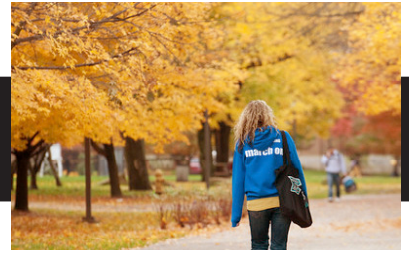
*This information was provided by The College Newspaper Readership Survey conducted by MORI Research, in partnership with Alloy Media + Marketing.

- A staggering 90% of readers of print college newspapers reported doing so for local and campus news, underscoring the value that readers place on the local content provided by their college newspapers.

*COLLEGE PUBLISHER released this information from The College Newspaper Readership Survey.

Indiana Statesman Policies

By students, for students.



Advertising Acceptance Policies:

The Student Advertising Manager makes the final decisions concerning acceptability of all advertising.

The Indiana Statesman and indianastatesman.com may reject advertising for any reason.

The failure to insert any ad shall not be considered a breach of any agreement, nor is the Indiana Statesman and indianastatesman.com liable for failure to insert any ad.

Ads must contain recognizable sponsorship.

The advertiser (or its agency) agrees to assume liability for all content of all ads printed and all claims made against the Indiana Statesman and indianastatesman.com on said advertising content.

The Indiana Statesman reserves the right to place a border on all ads and will not publish ads upside down, sideways, or in any other manner not in keeping with traditional publication design.

Corrections: The Indiana Statesman and indianastatesman.com assume no responsibility for any error the publications did not cause. For errors they do cause, the publications are responsible for correcting and crediting only the portion of ad space in which the error occurred, based on the publications' discretion.

Publications are only responsible for the first incorrect insertion of an ad.

The Indiana Statesman and indianastatesman.com will not be bound by any agreements, promises, waivers, understandings or conditions not contained in this rate card or in a signed contract. We will not knowingly accept advertising determined to be illegal.

Credit Policies:

The Indiana Statesman and indianastatesman.com extend credit as their option.

For the first ad insertion, a new advertiser must pay in advance (cash with copy), which earns a 5% discount. After the first ad, the advertiser can continue to earn a 5% discount by prepaying for ads.

Pre-payment is defined as: payment received before a scheduled ad runs. Any pre-payment agreement not fulfilled by the advertiser will be billed at the advertiser's prevailing rate.

Accounts 60 or more days past due may be required to prepay for any future ads without the 5% discount, until the past-due amount is paid in full.

If past-due accounts are not paid the advertiser may be placed in collections.

Accounts that, in the opinion of the Indiana Statesman and indianastatesman.com are seriously past due may be prevented from advertising until their balance is paid in full.

Accounts with previous delinquencies may be required to pre-pay for future ads without the 5% discount until, in the opinion of the Indiana Statesman and indianastatesman.com, creditworthiness has been re-established.

Indiana Statesman