



^{The}State News

WE'LL PUT YOU IN THEIR HANDS

RATE CARD 2010/2011

1	2	3	4	5	6	7	8	9	10
1 column	2 column	3 column	4 column	5 column	Retail				
1 column	2 column	3 column	4 column	5 column	6 column	7 column	8 column	Classified	



^{The}State News

435 E. GRAND RIVER AVE, EAST LANSING, MI 48823

Main Phone: **517.432.3000**

Advertising Office: **517.432.3010**

Fax: **517.432.3015**

Fall & Spring Office Hours
Monday - Friday 9 am - 5 pm

Summer Office Hours
Monday - Friday 9 am - 4 pm

Affiliations
College Newspaper, Business and Advertising Managers
(CNBAM), Associated Collegiate Press, Associated Press,
Michigan Collegiate Press Association, Western Association
of University Publishing Managers.

THE STATE NEWS CAN PUT YOU IN THE HANDS OF... over 46,600 READERS EVERY DAY

Tragon Research, Inc. 2003

NEED MORE REASONS TO ADVERTISE IN OUR DAILY PAPER?

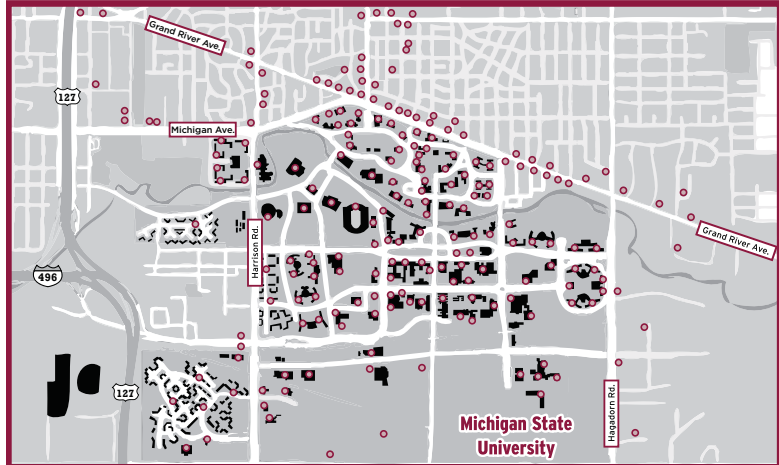
More than 41,000 Michigan State students are from out of town and The State News is their first and closest source of information. They look to our paper for sports, local news, entertainment and campus resources.

As shown below by our distribution map, with more than 265 drop-off locations, we are everywhere they are. We are in the classroom, at the bus stop and in their dorms.

More than 15,000 students live on campus. That makes Michigan State the largest single campus housing system in the nation. Not only do these students call campus home, but about 64% of them do not have their own transportation. If that's not a captive audience, what is?

DISTRIBUTION MAP

24,000 COPIES DELIVERED MONDAY THROUGH FRIDAY AT MORE THAN 265 LOCATIONS.



CAPITOL AREA



Each  represents a paper drop for The State News

LOOKING FOR OTHER WAYS TO REACH MSU STUDENTS?

We are everywhere students are through AdRax, mobile, web sponsorships, and post-its

AdRax

It's hard to ignore these large process color ads above the newspaper bins where students pick up the paper. They are in the busiest lecture halls where more than 400 students are in a single class, as well as the largest dorms where as many as 2,400 students live. Whether or not students are picking up the paper, they are exposed to your ad and, at the end of the day, when the papers are gone, you are still getting exposure.

Mobile

Students are no longer waiting to get answers; they are logging on and finding them right on their phones along with puzzles and games. Mobile advertising puts you right in the hands of these students.

Online Sponsorship

Want students to see your ad on a daily basis? Become an email sponsor; these daily emails are sent out to subscribers informing them of the latest breaking news. Press conferences, interviews and more can be found in the videos at statenews.com. Become a video sponsor to get your brand on the home page.

Post-Its

Starting this fall, Post-it ads will be added to our advertising mix, giving you, our advertisers front-page exposure for the first time. Ads are process color and placed above the fold drawing the eye into the ad as soon as the paper is picked up.

Advertising Office
Phone: 517.432.3010
Fax: 517.432.3015
www.statenews.com

85%

OF THE
MSU COMMUNITY
READ TSN
WITHIN THIS
PAST WEEK.

DID YOU KNOW...

- 66% of MSU community are undergraduates
- 91% of undergraduates read TSN
- 53% of students live on campus
- 87% of students living on campus read TSN

The MSU Marketing study is exclusively property of The State News. Information may not be reproduced without the express written consent of The State News - Tragon Research, Inc. 2003

THE MSU COMMUNITY

COLLECTIVELY GENERATES...

over \$12 MILLION PER MONTH

Tragon Research, Inc. 2003

PUBLICATION DAYS

■ PUBLICATION ■ NON-PUBLICATION

SEPTEMBER 2010

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		

OCTOBER 2010

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
24/31	25	26	27	28	29	30

NOVEMBER 2010

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				

DAILY DEADLINES

Retail

Late copy will be assessed a \$25 fee.

Publication Day	Deadline
Monday	Wednesday 3:00 p.m.
Tuesday	Thursday 3:00 p.m.
Wednesday	Friday 3:00 p.m.
Thursday	Monday 3:00 p.m.
Friday	Tuesday 3:00 p.m.

Classified

Display Deadline for classified advertising is 3:00 p.m., 3 days prior.

Liner Deadline is 2:00 p.m., one working day prior to publication.



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HOMEcoming PROMOTION - OCT 15

Go State! Wish your Spartans luck on Saturday for the big game and make sure fans have everything they need for tailgating.

Space Deadline: Sep 20

FALL HOUSING GUIDE - TBD

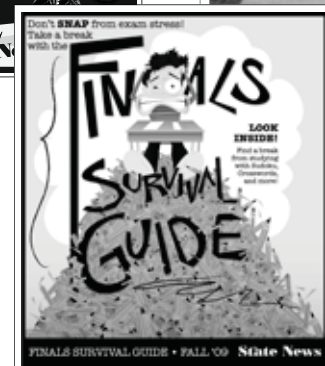
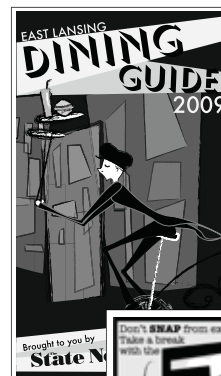
Students are actively looking for places to live next year and The State News is here to show them all of their options and services available for moving in.

Space Deadline: Sep 22

DINING GUIDE - OCT 27

Who's hungry? Everybody is looking for something to eat. This handy 6.5" x 10.5" publication features full menus, information on delivery and store services and hours.

Space Deadline: Oct 5



28%
MAKE MORE
PER MONTH
THIS YEAR

DID YOU KNOW...

- Students are making 28% more per month than they did last year?
- 65% of them receive an average of \$327 per month from home.
- 50% of them are maintaining a job while going to school.

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MORE THAN 81% OF READERS HAVE... over \$50 IN DISPOSABLE INCOME

Tragon Research, Inc. 2003

PUBLICATION DAYS

■ PUBLICATION ■ NON-PUBLICATION

DECEMBER 2010

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 2011

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
23/30	24/31	25	26	27	28	29

FEBRUARY 2011

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					

DAILY DEADLINES

Retail

Late copy will be assessed a \$25 fee.

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Monday	Wednesday 3:00 p.m.
Tuesday	Thursday 3:00 p.m.
Wednesday	Friday 3:00 p.m.
Thursday	Monday 3:00 p.m.
Friday	Tuesday 3:00 p.m.

Classified

Display Deadline for classified advertising is 3:00 p.m., 3 days prior.

Liner Deadline is 2:00 p.m., one working day prior to publication.

HOLIDAY SHOPPING GUIDE - DEC 1

Perfect section for local businesses with holiday sales, meal specials, or last minute holiday gifts before heading home for the break.

Space Deadline: Nov 16

FINALS SURVIVAL GUIDE - DEC 13

Our most popular single issue of the semester. This tabloid-style publication is full of Sudokus®, crosswords, the dot game, word searches and many new games. This serves as a chance to reach students looking for a break from the stress of finals.

Space Deadline: Dec 1

MLK - JAN 14

Special section dedicated to the memory of Martin Luther King, Jr. Show your support of the community and the message that Martin Luther King Jr. worked so hard to spread.

Space Deadline: Dec 7

SPRING HOUSING GUIDE - TBD

With summer just around the corner, students are looking to finalize their housing plans for next year. Special section of the paper with editorial content dedicated to housing for students.

Space Deadline: Feb 8

SPRING BREAK GUIDE - FEB 1

Whether planning a trip or preparing to go, students are here for the best deals in town. Perfect section for special deals and coupons. Students are reading these pages solely for their ads. They're seeking out your advertisements and specials for Spring Break.

Space Deadline: Jan 20

VALENTINE'S DAY GUIDE - FEB 8

This section offers gift ideas for both guys and gals as well as special occasion dinner packages. Publishes just before Valentine's Day, giving you the opportunity to reach the last minute guys and save them from forgetting another Valentine's Day.

Space Deadline: Jan 26

SUMMER EMPLOYMENT - FEB 16

It may be February, but students are looking to line up their plans for the summer. Make sure you are not forgotten! Special classified page solely dedicated to summer jobs and internships. This allows for a very targeted audience and extremely high exposure among that audience.

Space Deadline: Feb 8



Advertising Office: 517.432.3010 | Fax: 517.432.3015 | www.statenews.com

92%
DINING OUT WAS
THEIR MOST
COMMON
PURCHASE

DID YOU KNOW...

- 92% of the student population reported dining out as their most common monthly purchase.
- Retail stores reflect that students have the highest number of transactions as well as the highest amount of monthly spending.

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EACH YEAR

MSU WELCOMES...

over 10,000 FRESHMEN

Tragon Research, Inc. 2003

PUBLICATION DAYS

■ PUBLICATION ■ NON-PUBLICATION

MARCH 2011

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 2011

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 2011

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				

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Liner Deadline is 2:00 p.m., one working day prior to publication.



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NCAA® BRACKETS - MARCH 14

Ad spots available surrounding the full-page tournament bracket. These spreads get taken out of the paper and put up on walls everywhere. The tournament lasts about a month, giving advertisers essentially a month of exposure!

Space Deadline: Feb 22

GRAD GUIDE - APRIL 29

Special section of the paper containing ads and editorial content focusing on topics that graduating seniors are faced with in the real world. This section is also distributed during graduation, offering even greater exposure for advertisers.

Space Deadline: April 14

FINALS SURVIVAL GUIDE - MAY 2

It's that time again! Our most popular single issue of the semester. This tabloid-style publication is full of Sudoku®, crosswords, the dot game, word searches, and many new games. This serves as a chance to reach students looking for a break from the stress of finals.

Space Deadline: April 19



80%
OF STUDENTS
HAVE A
SAVINGS
ACCOUNT

DID YOU KNOW...

- 80% of students reported they have a savings account.
- 47% of them have access to a credit card.
- 36% have a card in their own name.

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WORLDWIDE STATENEWS.COM GENERATES... over 5.3 MILLION PAGE VIEWS A YEAR

PUBLICATION DAYS

■ PUBLICATION ■ NON-PUBLICATION

JUNE 2011						
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		

JULY 2011						
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
24/31	25	26	27	28	29	30

AUGUST 2011						
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			

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Wednesday	Friday 3:00 p.m.
Thursday	Monday 3:00 p.m.
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Classified

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Liner Deadline is 2:00 p.m., one working day prior to publication.



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JUNE MAIL-HOME - JUNE 24

Step-one in gaining the attention of the 10,000 incoming freshmen. This special paper is sent directly to their homes and is the perfect way to introduce these new Spartans to your business as well as reach Mom and Dad.

Space Deadline: June 1

JULY MAIL-HOME - JULY 29

Step-two is the July special paper. This offers more information about the East Lansing area and what to expect when moving.

Space Deadline: July 1

WELCOME WEEK - AUGUST 26

Very first paper of the fall semester and the first possible contact with the student population. It informs or reminds students of what restaurants, bars, stores and other businesses are available in East Lansing and on campus.

Space Deadlines for each section:

- Front: July 11
- Lifestyle: July 18
- Lowdown: July 25
- Sports: Aug 1
- Classified: Aug 8



2
MILLION
VISITS TO
STATENEWS.COM
PER YEAR

DID YOU KNOW...

- The average visitor spends 2 minutes and 19 seconds on statenews.com
- In one year, we have 900,000 unique visits.
- 5.3 million page views per year.
- 3,500 ad impressions per day.

RETAIL RATES

Local Open Rate **\$21.10**

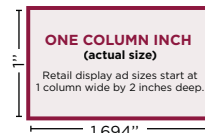
\$2,532 FULL RETAIL PAGE 6 COL. X 20 INCHES (11 in. x 20 in.)	
\$633 1/4 PAGE 3 COL. X 10 IN. (5.41 in. x 10 in.)	\$1,266 1/2 PAGE 6 COL. X 10 IN. (11 in. x 10 in.)
\$168.80 1/16 PAGE 2 COL. X 4 IN. (3.55 in. x 4 in.)	\$316.50 1/8 PAGE 3 COL. X 5 IN. (5.41 in. x 5 in.)
\$84.40 BUSINESS CARD 2 COL. X 2 IN. (3.55 in. x 2 in.)	

*Rates above reflect open rate charge

Deadlines

Copy received after deadline will not be guaranteed a proof.
Late copy will be assessed a \$25 fee.

Publication Day	Deadline
Monday	Wednesday 3:00 p.m.
Tuesday	Thursday 3:00 p.m.
Wednesday	Friday 3:00 p.m.
Thursday	Monday 3:00 p.m.
Friday	Tuesday 3:00 p.m.



Retail Column Measurements

1 Column	= 1.69 inches
2 Columns	= 3.55 inches
3 Columns	= 5.41 inches
4 Columns	= 7.27 inches
5 Columns	= 9.13 inches
6 Columns	= 11.00 inches

Local Bulk Contract

Inches	1 Year
300"- 499"	\$16.70
500"- 699"	\$16.30
700"- 899"	\$16.10
900"- 1299"	\$15.70
1300"- 1799"	\$15.50
1800"- 2599"	\$15.10
2600"- 4199"	\$14.70
4200"- 5999"	\$14.40
6000" +	\$14.20

Local Frequency Contract

Requires running in 22 or 44 consecutive publishing weeks.

Inches/Week	1 Year	6 Months
3-6"	\$15.20	\$16.80
7-19"	\$14.80	\$16.60
20-39"	\$14.60	\$16.30
40"+	\$14.40	\$16.10

Color Charge

Color charges are in addition to regular space charges. No minimum size is required.

1 Color	\$175
2 Color	\$350
Process color	\$500

CLASSIFIED RATES

Open Rate **\$16.80**

\$3,024 Full Classified Page 9 columns x 20 inches (11 in. x 20 in.)	
\$840 5 col. x 10 in. (6.05 in. x 10 in.)	\$1,512 9 col. x 10 in. (11 in. x 10 in.)
\$201.60 3 col. x 4 in. (3.58 in. x 4 in.)	\$420 5 col. x 5 in. (6.05 in. x 5 in.)
\$67.20 2 col. x 2 in. (2.34 in. x 2 in.)	

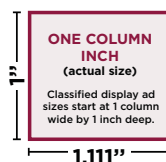
*Rates above reflect open rate charge

Classified Bulk Contract

Inches	1 Year
300"- 699"	\$14.60
700"- 1299"	\$14.40
1300"- 1899"	\$14.20
1900"- 2699"	\$13.90
2700"- 3499"	\$13.40
3500" +	\$13.20

Classified Column Measurements

1 Column	= 1.11 inches
2 Columns	= 2.34 inches
3 Columns	= 3.58 inches
4 Columns	= 4.81 inches
5 Columns	= 6.05 inches
6 Columns	= 7.29 inches
7 Columns	= 8.52 inches
8 Columns	= 9.76 inches
9 Columns	= 11.00 inches



Classified Frequency Contract

Requires running in 22 or 44 consecutive publishing weeks.

Inches/Week	1 Year	6 Months
5-9"	\$13.20	\$14.80
10-19"	\$13.00	\$14.60
20-39"	\$12.80	\$14.30
40-59"+	\$12.60	\$14.00

Display Deadline

Deadline for classified display advertising is 3:00 p.m., three working days prior to insertion.

Classified Liner Rate

The progressive rate schedule makes it economical to run an ad for a longer period of time, ensuring that your ad obtains maximum readership at a minimum cost. Classified liner ads are prepaid.

Days

1-5 days	\$ 2.50 per line per day
6-9 days	\$ 2.30 per line per day
10+ days	\$ 2.10 per line per day

Contracts

1 year	\$1.50 per line per day
6 months	\$2.00 per line per day

Liner Deadline

Deadline is 2:00 p.m., one working day prior to publication. Classified liner ads are also online at www.statenews.com.

Extras/Features

Bold Words (10 word limit)	40¢ per word per day
Boxed Liners	\$2.00 per day
Featured Classified (ad appears on front page of www.statenews.com)	\$2.00 per day

ADDITIONAL RATES AND CREDIT TERMS

Web Rates		
Leaderboard		
Size	Per Month	Impressions (20,000 minimum)
728 pixels x 90 pixels	\$500	\$12 / 1,000
Skyscraper		
Size	Per Month	Impressions (20,000 minimum)
120 pixels x 600 pixels	\$500	\$12 / 1,000
Large Rectangle		
Size	Per Month	Impressions (20,000 minimum)
300 pixels x 250 pixels	\$700	\$16 / 1,000
Button		
Size	Per Month	Impressions (20,000 minimum)
125 pixels x 125 pixels	\$200	\$7 / 1,000

Sponsorship Opportunities	
Email Sent out daily with highlights for new posted stories	\$50/month
Video Sponsor the Featured Multi-Media on the home page of www.statenews.com	\$200/month
Featured Classified Appear on the front page of statenews.com as a sponsor for the featured classified box, this box is present on each page of the website	\$300/month
Mobile Web View statenews.com from any internet capable mobile device	\$50/month

Puzzles	
Puzzle spaces are sold as 2 column x 1 inch spaces.	
Year contract	\$30.00 per day
1 semester contract	\$40.00 per day
Interim open rate	\$50.00 per day
Sudoku	
Sudoku sponsorship ads are sold as a 2 column x 1 inch space.	
Year contract	\$50.00 per day

Preprint Rates

Frequency preprint discounts are available with a yearly contract. **Five or more insertions earn a 10% discount.**

2 pages for \$81.00
4 pages for \$83.00
6 pages for \$85.00
8 pages for \$87.00
12 page for \$89.00
16 pages + Call: 432-3000

Preprint Mechanical Requirements

- The State News advertising department must receive at least one complete copy/example of the proposed insert for review of acceptability before shipment.
- If preprints are shipped prior to notice of acceptance, The State News will not be responsible for loss or cost of returning same.
- Minimum size 4" x 6"
- Maximum size 11" x 13"
- Folding of poster format inserts and other inserts constitutes additional pages.
- Deadline for approval of material is 7 business days prior to publication; cancellation is 5 days prior.
- Complete preprint shipment must arrive no later than 5 days before the desired day of publication.
- A composition charge will be assessed if the insert is produced by The State News.

Shipping Info

Minimum order is 20,000.
 Ship in cartons or skids to:

The State News
c/o Michigan Web Press
10441 Enterprise Dr.
Davisburg, MI 48350

Copy, Advertising & Credit Terms

Advertising Policies

All advertising submitted for publication in The State News is subject to acceptance by the newspaper, and The State News reserves the right to reject copy at its sole discretion at any time prior to publication.

The State News will not knowingly publish any advertisement that fosters the evading of or violates any federal, state or local laws or encourages discrimination against any individual group or business on the basis of race, age, gender, sexual orientation, color, creed, religion, national origin, ancestry or disability.

Copy Regulations

Minimum accepted advertisement size is 1 column wide by 2 inches deep for display and 1 column wide by 1 inch deep for classified.

Advertisements that are deeper than 17 inches will be billed for the full depth of the page (20 inches).

Unless otherwise noted, no position will be sold or guaranteed.

By having an advertisement printed in The State News, the advertiser is purchasing space and circulation only. The advertiser assigns to The State News all rights, title and interest to all original art produced by The State News.

Contracted space is for the sole use of the signing advertiser and may not be used by another advertiser. The advertiser assumes full liability for advertisements and links (both print and online) and agrees to hold The State News harmless for any claims that result from the advertiser providing material that could result in illegal use (i.e. providing copyrighted artwork without authorization).

All advertisements shall have a clear statement of a bona fide offer or announcement made in good faith.

Advertisements placed by anonymous advertisers will not be published. Advertisers must provide name, business name, address and phone number to The State News.

Advertisements simulating news must carry the words "Paid Advertisement." All political ads must be prepaid with copy and carry all information required by law (i.e. Paid Political Advertisement, Paid by Committee for Jane Doe, John Doe, Treasurer).

Classified advertisements will not intentionally be misclassified at the request of advertisers.

Advertising copy delivered electronically is not considered camera-ready and is subject to the same deadlines.

Copy received after deadline will not be guaranteed a proof. Late copy will be assessed a \$25 fee.

The State News makes every effort to produce error-free ads; however, if an error should occur, the advertiser must notify the advertising manager or adviser within two business days of the error. The State News may cancel charges for the portion of ad that is rendered valueless by the error. The State News is not responsible for errors on advertisements in which advertising copy is delivered past deadline. Copy regulations are subject to change without notice.

Payment and Credit Terms

Prepayment for advertisements is required unless the advertiser has established credit with The State News. New businesses must prepay for 6 months to establish satisfactory credit. Applications are available at: advertise.statenews.com.

Advertisers with approved credit will receive monthly statements. All unpaid charges are subject to a 15% finance charge, compounded monthly (18% annually).

Advertisers who exceed their credit limit or have an outstanding balance for more than 90 days will be denied further advertising until payment is made.

Service charge for all returned checks is \$40.00.

DIGITAL & MECHANICAL SPECIFICATIONS

Ad Sizes

Our daily broadsheet pages are 11 inches wide and 20 inches tall. Ads must be as many inches deep as they are columns wide (for example, a 3-column ad must be at least 3" tall).

Resolution

225 ppi preferred (200 ppi minimum) for image files sized at 100%.

Line art (bitmap) should be 300 ppi minimum.

Rasterized text should be 300 ppi minimum.

DO NOT use art from your web site, as 72 ppi web images print poorly.

Color

4-color (process): please verify that your files are in CMYK mode, rather than RGB, so they will separate properly.

Spot color: please make sure that your file will ONLY print one color plate and one black plate.

Always make sure that any black & white text or art used in your color ad only appears on the black plate.



PROCESS

SPOT

GRAYSCALE

Design Services

There is no charge for normal typesetting, layout and/or design work. For extensive design or graphic services, charges may be assessed if necessary. All charges will be discussed prior to services rendered. All photos and advertisements produced by The State News remain the property of The State News.

Checklist

- Are all fonts and art included?
- Does your color separate properly?
- Is your art the correct size? See retail and classified rates for column sizes.
- Is your art properly sized for its inclusion in your ad?
- Is your art's resolution 200 ppi or better?
- Can you print it?

The State News reserves the right to substitute a similar typeface if your font is unusable.

File Submission

FTP is the preferred method. Most FTP clients should work fine.

Host: snftp.statenews.com

User: snews

Password: adv

Directory: /

E-mail You may e-mail small (up to 5MB) files directly to: ads@statenews.com The subject line should include your account executive's name.

Format Options

PDF - preferably created with "Adobe Distiller." The "print" and "press" presets in Distiller are good defaults if you're not sure what to use. All fonts must be embedded.

All native Adobe files (Illustrator, InDesign and Photoshop - standard or CS). Please include any linked files and convert all text to outlines.

.eps (encapsulated PostScript files)

Note: Ads designed in non-professional design applications will have to be recreated by our design staff due to limitations in generating professional printing files. We do not support MS Publisher and cannot open its native (.PUB) files.

Direct questions to our graphic artists at: (517) 432-3014

You may also direct technical questions to our prepress managers:

Max Sa Leitao
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