

The Miami Student

www.miamistudent.net

Rates and Sizes for Online Advertising

Skyscraper

160 X 600 px

\$150 per Month

Wide vertical banner ad is a rotational ad positioned on the left side of the page that follows the viewer throughout the Web site pages.

Medium Box

300 X 250 px

\$200 per Month

Medium box ad is a rotational ad positioned on the right side of the page that follows the viewer throughout the Web site pages.

Contact an
Advertising
Representative for
more information

513-529-2216

miamistudent@gmail.com

www.miamistudent.net Statistics

- Each edition of The Miami Student is e-mailed to more than 4,500 people.
- For the 2007-2008 school year, miamistudent.net received approximately 90,000 hits per month

Bulk Discounts

- 3 Months - 15% Discount with 3 free artwork changes
- 6 Months - 20% Discount with 6 free artwork changes
- 12 Months - 25% Discount with 12 free artwork changes

Artwork

- Must be submitted as JPEG or Adobe Flash file
- Artwork change is \$15.00
- Artwork creation is available.

Full Banner
468 x 60 px

Top of Page - \$225 per Month
Bottom of Page - \$100 per Month

Top of Page full banner ad is a rotational ad placed at the top of the Front page.

Bottom of Page ad is a rotational ad placed at the bottom of the page that follows the viewer throughout the Web Site pages.

The Miami Student

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Rates and Sizes for Print Advertising

- 9,000 copies per issue
- Delivered on and off campus
- Miami's only weekly publication

Full-page ad
5 columns x 21"
(10"x21")

National - \$945.00

Local - \$735.00

MU Department/Student Org. - \$672.00

Half-page ad
5 columns x 10.5"
(10"x10.5")

National - \$472.50

Local - \$367.50

MU Dept./Student Org. - \$336.00

Note: The sizes shown are examples of popular ads. Custom ad sizes are available.

3 columns x 7"
(6"x7")

National - \$189.00

Local - \$147.00

MU Dept./Student Org. - \$134.40

2 columns x 8"
(4" x8")

National - \$144.00

Local - \$112.00

MU Dept./Student Org. - \$102.40

Banner Ad
5 Columns x 2"
(10 x2")

National - \$90.00

Local - \$70.00

MU Department/
Student Org.-\$64.00

PRE-PRINTED INSERTS

\$60.00 per 1,000 papers

Minimum - 5,000

Maximum - 9,000

There is a production limit of 3 inserts per issue, so schedule early.

A copy of the insert must be provided to the business manager 10 days prior to publication date for approval.

Inserts must be shipped ONE WEEK in advance to:

COX OHIO PUBLISHING
5000 Commerce Center Dr.
Franklin, OH 45005
(937) 743-6702

COLOR ADVERTISING

Full Color is available.

Full Page - \$105.00 additional

Half Page - \$52.50 additional

3 columns x 7" - \$21.00 additional

2 columns x 8" - \$16.00 additional

Banner Ad - \$10.00 additional

For custom ad sizes full color is an additional \$1.00 p.c.i.

Phone: 513-529-2216 Fax: 513-529-1893 Email: miamistudent@gmail.com

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Rates and Sizes for Print Advertising

CUSTOM SIZE RATES

National - \$9.00 p.c.i. Applicable to all national advertising agencies. The rate does not reflect contract discounts.	Local - \$7.00 p.c.i. Applicable to all Oxford and Ohio advertisers.	MU Dept. - \$6.40 p.c.i. Applicable to all Miami University Departments.	Student Org. - \$6.40 p.c.i. Applicable to all recognized Miami University student organizations.
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BULK ADVERTISING DISCOUNTS

200-299 column inches \$6.50 p.c.i.	300-399 column inches \$6.30 p.c.i.	400-499 column inches \$6.10 p.c.i.	500 + column inches \$5.90 p.c.i.
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Bulk advertising rates are available only to local advertisers, MU departments, and Student organizations. To receive bulk advertising rates, a contract must be signed. Column inch commitment is for one academic year. Contact your advertising representative for more information.

ADVERTISING POLICIES

General Advertising Policies

- All ads should be in PDF format and e-mailed to miamistudent@gmail.com
- Bulk advertising contracts do not apply to classified display ads. Placing classified display ads does not satisfy the terms of bulk advertising contracts. No contracts are available for classified display ad rates.
- *The Miami Student* reserves the right to revise or reject any advertisement deemed inappropriate or unacceptable. The appropriateness of an ad will be determined by the Editor in Chief and Business Manager.
- Department and organization rates for advertisements are available only to current Miami University students, clubs, organizations and departments. Students placing ads for businesses, whether a personal business or as an employee of one, are charged the applicable local or national rate.
- The words "Paid Advertisement" will be inserted at the top of any ad resembling editorial content.
- Advertisers canceling ads after the deadline will be charged for the original space reserved. In addition, changes to the ad copy after the deadline may not be possible. We cannot ensure that your advertisement will appear unless published deadlines are followed.
- All advertisements are published on the representation that the advertiser is authorized to publish the subject matter contained within the ad. The advertiser and/or agency agrees to assume full responsibility and liability for any advertisement placed in *The Miami Student*.
- *The Miami Student* does not accept any advertising submitted with the expectation of receiving editorial coverage.
- Tobacco and alcohol advertising is accepted provided it adheres to legal guidelines.
- By placing an advertisement in *The Miami Student*, the advertiser agrees to all policies and conditions contained herewith.

Payment Agreement

- Cash, check, or University IDs will be accepted as payment. Advertisements not paid for prior to publication will be billed by *The Miami Student*.
- Invoices are sent out within two weeks after the publication date. Invoices are considered correct unless written notice is given to *The Miami Student* within 10 days of the mailed date.
- The university billing department will send all 90 day overdue accounts to the Ohio state collections agency.
- Returned checks will incur a fee of no more than 25% of their intended face value.

Make-Good Guarantee

- *The Miami Student* is not liable for any error in any advertisement except to give credit for the value of the portion of the ad rendered valueless by the error, excluding errors that do not materially decrease the ad's value. This includes spot color errors.
- In the event that an ad is not published for any reason, the ad will be printed in a subsequent issue. *The Miami Student's* liability for errors is limited to the first insertion only and may not exceed the original cost of the advertisement. *The Miami Student* is not responsible for incorrect copy or materials submitted by the advertiser.
- The Business Manager has the final authority in all credit and other financial issues.