

2009-10 Semester Schedule

*Sidelines publishes each Monday and Thursday
when school is in session in the Fall and Spring;
each Wednesday in the summer, excluding holidays*

August

28 (back to school issue)

September

3, 10, 14, 17, 21, 24, 28

October

1, 5, 8, 12, 15, 22, 26, 29

November

2, 5, 9, 12, 16, 19, 23

December

3, 7, 10

January

14 (back to school issue), 21, 25, 28

February

1, 4, 8, 11, 15, 18, 22, 25

March

1, 4, 18, 22 (housing guide), 25, 29

April

1, 5, 8, 12, 15, 19, 22, 26, 29

June

2, 9, 16, 23, 30

July

7, 14, 21, 28

Special Issues

Aug. 28: Back-to-School issue
(Deadline Aug. 21)

Jan. 14: Back-to-School Issue
(Deadline Jan. 8)

March 22: Housing Guide
(Deadline March 15)

May 10: Customs (Deadline May 1)

*For complete advertising rules, regulations
and policies, please visit our Web site at
<http://www.mtsusidelines.com/advertise/>*

Sidelines
Middle Tennessee State University
Box 8
1301 E. Main Street
Murfreesboro, TN 37130

MIDDLE TENNESSEE STATE UNIVERSITY
SIDELINES

2009-2010 Advertising Rates & Policies

CONTACT INFORMATION

Advertising Manager

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Bragg Mass Communication Building
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<http://www.mtsusidelines.com>

**MIDDLE
TENNESSEE**
STATE UNIVERSITY

Advertising Rates

Campus Rate: \$6/column inch

Campus rate applies to any student, faculty or staff member with an MTSU ID, any campus department or any student organization.

Local Rate: \$9/column inch

Local rate applies to advertiser located in Tennessee

National Rate: \$12/column inch

National rate applies to advertiser who uses a national advertising agency or businesses located outside of Tennessee

Discounts

Pre-payment

All new advertisers must prepay their first four ads before a billing account will be established.

- 5 percent

Semester volume contracts

- 350"-500"; \$4.50 campus, \$8 local, \$11 national
- 501"-1,000"; \$4.25 campus, \$7 local, \$10 national
- 1,001"- up; \$4 campus, \$6 local; \$9 national

Additional Charges

Guaranteed Placement Location: Add 10 percent

- One color plus black: \$50
- Two colors plus black: \$75
- Full color: \$150

Inserts

- Local rate: 1-12 pages, \$50 per 1,000; 12-16 pages; \$75 per 1,000
- National rate: 1-12 pages, \$75/1,000; 12-16 pages; \$100/1,000

Minimum run: 6,000; Maximum run: 8,000

Maximum dimensions: 15" wide by 11.5 inches tall

Must be delivered to Lebanon Democrat, 402 N. Cumberland Ave., Lebanon, TN, 37087, ATTN: JOE ADAMS, for SIDELINES, INSERTION DATE: xx/xx/xxxx

Online Advertising Rates

Banner (top of page) 468x60 pixels: \$100 per issue/\$150 per week

Square (side of page) 300x250 pixels: \$50 per issue/\$75 per week

Banner (bottom of page) 468x60 pixels: \$50 per issue/\$75 per week

**Special discounts may apply if purchased in conjunction with print advertising*

Online Entertainment Guide

Specialized section for entertainment schedules and Web page links to local bars, music venues and community events. \$10 a week (with one alteration/update) or \$35 a month (with five alterations/updates).

**Special discounts may apply if purchased in conjunction with print advertising*

Classified Rates

Classifieds are accepted exclusively online. Ads are free to MTSU students, faculty and staff; all others are \$5 per issue. To place a classified ad, visit: <http://www.mtsusidelines.com/classifieds/>

Advertising Requirements

Mechanical Requirements

Broadsheet Newspaper 11.5" by 21.375" (Fall and Spring)

Tabloid Newspaper 10.5" by 11" (Customs and Summer)

Broadsheet Column Widths

- 1 column = 1.78 inches = 10p8 (picas)
- 2 columns = 3.72 inches = 22p4
- 3 columns = 5.67 inches = 34p
- 4 columns = 7.61 inches = 45p8
- 5 columns = 9.56 inches = 57p4
- 6 columns = 11.5 inches = 69p

Tabloid Column Widths

- 1 column = 1.92 inches = 11p6 (picas)
- 2 columns = 4.0 inches = 24p
- 3 columns = 6.08 inches = 36p6
- 4 columns = 8.17 inches = 49p
- 5 columns = 10.25 inches = 61p6

Standard Broadsheet Sizes and Prices

1/8 page 3 cols. x 5.5" (16.5 total inches) \$99 campus \$148.50 local \$198 national	1/4 page 3 x 10.5" (31.5 total inches) \$189 campus \$283.50 local \$378 national	1/3 page 2 x 21" (42 total inches) \$252 campus \$378 local \$504 national	Full page 6 x 21" (126 total inches) \$756 campus (includes color) \$1,134 local (includes color) \$1,512 national
1/2 page 6 x 10.5" (63 total inches) \$378 campus \$567 local \$756 national		1/16 page 2 x 4" (8 total inches) \$48 campus \$72 local	

Copy Deadlines

Noon Wednesday for Monday publication

Noon Monday for Thursday publication

One week prior for back-to-school and special issues