



THE EXPONENT

Purdue's Independent Daily Student Newspaper & Website

460 Northwestern Ave. | West Lafayette, IN 47906

765.743.1111 Ext. 122 | www.purdueexponent.org

THE EXPONENT

The Exponent has been proudly serving the Purdue community since 1889 and we look forward to continuing to be the No. 1 source of information for local, national and sports news for Purdue students, faculty and staff during the 2010-11 school year. Our print audience includes more than 44,000 readers, making the Exponent an excellent tool for reaching new and current customers. Our professionally trained staff is committed to providing excellent customer service while meeting your marketing needs.

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86.7%

of Purdue students read the Exponent

143	distribution locations
17,000	papers published daily
44,000	daily readers
39,697	student enrollment for 2010-11
15,668	faculty and staff in 2010-11

"The Exponent has always been good for Market Square Lanes. ... With the Exponent, we always have seen heavy Purdue traffic. We saw immediate success in having a relationship with the Exponent."

- Casey E. Taylor,
Market Square Lanes

"The Exponent has really helped with our lease-up this year. With an increased frequency of ads, our property is nearly 20 percent higher in our occupancy as compared to last year."

- Dawn McKinney,
Property Manager at The Lodge Apartments

"We find the Exponent is the best medium to reach Purdue students, faculty and staff. We enjoy serving the Purdue population and the Exponent allows us to do that."

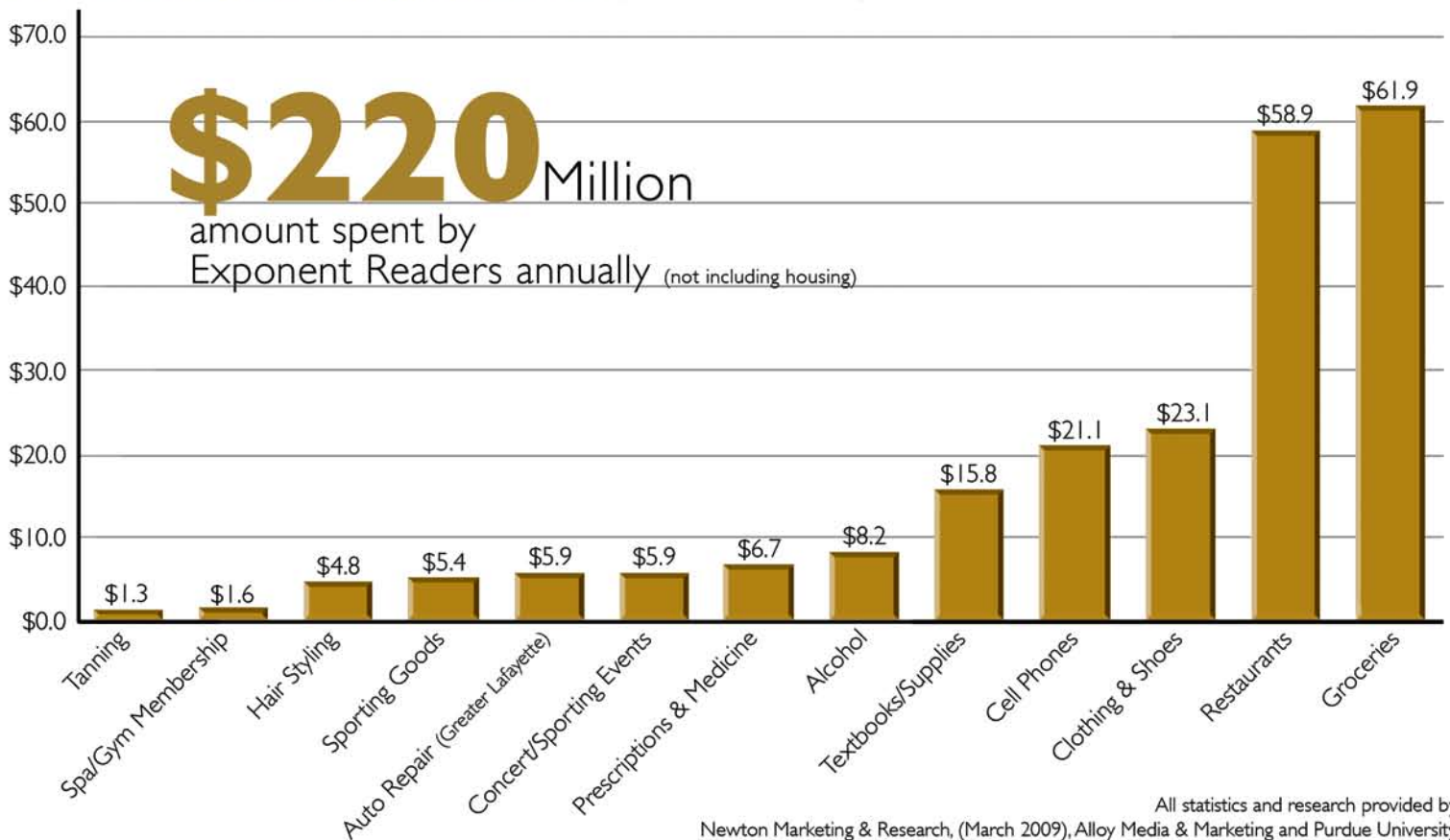
- Tim Brandenburg, Sr.,
Director of Outside Sales at Chick-fil-A of Lafayette

71%

of Purdue students have access to a car

\$221.59	average student disposable income per month
\$613.43	average faculty & staff disposable income per month
31%	increase in college student spending since 2002

Annual Spending Habits (in Millions)



rates & sizing

sizing options

1/8 Page 4c x 4" (16" total)	1/8 Page 2c x 8" (16" total)	Vertical 1/2 Page 3c x 21" (63" total)
Horizontal 1/2 Page 6c x 10.5" (63" total)	1/4 Page 3c x 10.5" (31.5" total)	

• Other sizes available.

measurement mechanics

Single Column Width 1.833"
Page Width 6 columns
11.625" Broadsheet
Page Depth/Height 21" Broadsheet
The Exponent uses Standard Advertising Units (SAU 50 inch)

local listings

BAKERY

The Yellow Bowl Bakery

765-584-6212
918 Allen St., Downtown Lafayette

BARBER

LANIE'S BARBER SHOP

• Real Barbers •
Regular Haircuts,
Fades, Ceasars,
High-N-Tights,
Flat Tops

Hours 9-6 Monday - Saturday
Superior Ferry Behind Dog-House & MCL
400 Superior Ferry, St. Luf. • 465-2222

TRAVEL

Lafayette LIMO

Indy Airport
Shuttle Services
Charter Buses & Limos
Now Available
Purchase Your Ticket Online!
www.lafayettelimo.com
765-497-3828
2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 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3839, 3840, 3841, 3842, 3843, 3844, 3845, 3846, 3847, 3848, 3849, 3850, 3851, 3852, 3853, 3854, 3855, 3856, 3857, 3858, 3859, 3860, 3861, 3862, 3863, 3864, 3865, 3866, 3867, 3868, 3869, 3870, 3871, 3872, 3873, 3874, 3875, 3876, 3877, 3878, 3879, 3880, 3881, 3882, 3883, 3884, 3885, 3886, 3887, 3888, 3889, 3890, 3891, 3892, 3893, 3894, 3895, 3896, 3897, 3898, 3899, 3900, 3901, 3902, 3903, 3904, 3905, 3906, 3907, 3908, 3909, 3910, 3911, 3912, 3913, 3914, 3915, 3916, 3917, 3918, 3919, 3920, 3921, 3922, 3923, 3924, 3925, 3926, 3927, 3928, 3929, 3930, 3931, 3932, 3933, 3934, 3935, 3936, 3937, 3938, 3939, 3



color rates

62 column inches or less

Spot Color	\$85/color
Full Color	\$255

63 column inches or more

Spot Color	\$135/color
Full Color	\$405

Black & White



Spot Color



Full Color



national rates

	ROP		Classified	
	Billed	Prepay	Billed	Prepay
Open Rate	\$17.20	\$15.48	\$20.64	\$18.58
1,000"	\$17.00	\$15.30	\$20.40	\$18.36
2,500"	\$16.60	\$14.94	\$19.92	\$17.93
5,000"	\$15.88	\$14.29	\$19.06	\$17.15
7,500"	\$15.26	\$13.73	\$18.31	\$16.48
10,000"	\$14.72	\$13.25	\$17.66	\$15.90

National rates are not discountable.

People are

62%

more likely to thoroughly read a color ad than a black & white ad.*

preprinted inserts

Quantity	1-6 Pages	> 8 Pages
0-2,900	\$125 per M	\$160 per M
2,901-9,499	\$115 per M	\$145 per M
9,500-13,999	\$105 per M	\$130 per M
14,000-17,000	\$95 per M	\$120 per M

- 10% discount for Local Advertising Agreement holders
- Must be purchased in groups of 500 inserts
- Any non-folded inserts are subject to 25% surcharge
- M = 1,000
- Advertising Director approval for all inserts
- Inserts due 2 weeks prior to run date
- 24 page maximum (tabloid)
- Maximum size: 11" x 12"

insert contracts

Quantity	1-6 Pages (8x)	> 8 Pages (8x)
0-2,900	\$114 per M	\$138 per M
2,901-9,499	\$105 per M	\$127 per M
9,500-13,999	\$95 per M	\$115 per M
14,000-17,000	\$85 per M	\$107 per M

insert breakdown

Greek & Cooperative Houses	1,000
Residence Halls	2,000
Faculty & Staff	2,900
Full Run	17,000

*Research: Newspaper Association of America, 2007

additional options

internet options

	Size (pixels)	Contract	Online Only
Leaderboard	728 x 90	\$400/mo.	\$525/mo.
Banner	468 x 60	\$160/mo.	\$235/mo.
Billboard	300 x 250	\$350/mo.	\$450/mo.
Tower	120 x 600	\$320/mo.	\$400/mo.
Skyscraper	120 x 240	\$160/mo.	\$235/mo.
Button	120 x 90	\$140/mo.	\$205/mo.

The Exponent will gladly design and produce your online advertisement free of charge. Acceptable ad-submission formats: JPEG/JPG and GIF. Maximum file size is 2MB.

Submit to: adproduction@purdueexponent.org
Deadline is 4 business days prior to posting.

word classified

Payment Type	First Day Rates	Repeat Rates
Non-Student Cash	\$0.45/word	\$0.35/word
Billed/Credit Card	\$0.50/word	\$0.40/word

Add your company's logo for \$14.56 per day.

These rates are based upon a 42-character, 6-point line, 10-word minimum. Larger type sizes and placement available. All classified ads will be posted on our online edition as well as in the print edition. Place and pay for your word ads online at www.purdueexponent.org.

Free Word Classifieds

Students are eligible for free word classifieds with student ID. Restrictions apply.

Online Apartment Guide	Contract	Online Only
Standard	\$100/mo.	\$150/mo.
Premium	\$150/mo.	\$225/mo.

Text Links

5 links \$240/mo. additional links \$40/ea.

iPhone Application

\$2/M subscribers per day

Video

\$50 per video ad

THIS IS AN EXAMPLE of a regular classified. It is charged by the word for both private accounts and for Purdue students with a valid I.D.

TYPE 1

This is an example of classifieds type No. 1. It uses a small headline and is charged \$4.00 per line.

TYPE 2

This is an example of classifieds type No. 2. It uses a medium headline and is charged \$4.50 per line.

TYPE 3

This is an example of classifieds type No. 3. It uses a large headline and is charged \$5.00 per line.

TYPE 4

This is an example of classifieds type No. 4. It uses a very large headline and is charged \$5.50 per line.



advertising *policies*



Ad Production and Submission

The Exponent will gladly design and produce ads free of charge. Proofs are available at the customer's request. Four business days are required and only one proof is provided per ad. Proofs are for the purpose of correcting production errors, not design changes. Any artwork submitted must have a resolution of 300 dpi or higher and have all fonts embedded in the document. The Exponent does not accept faxed artwork.

Electronic Files

The Exponent accepts electronic files either by e-mail or on a Mac formatted disk. Files must be submitted in a PDF, JPEG, TIFF or Quark format. Submissions must be high resolution, 300 dpi or higher. Electronic files must be generated from originals that are as large or larger than the reproduction size. All ads submitted on disk or sent electronically must have the fonts embedded in the document. Files sent to the Exponent are considered locked documents. If changes must be made to the ad, the Exponent is not responsible for the quality of reproduction. The file must meet minimum web press specifications. PDFs generated in Distiller should use print presets.

Clients who frequently transmit electronic files may transfer them to our FTP site. This is a direct connection to our server and your files will arrive almost immediately. Contact the Exponent for details.

Depth Requirements

Advertisements must be as many inches deep as columns wide except in classified. No partial column widths accepted. Minimum ROP size: 3 column inches. Depth must be full or half-inch. Any ad more than 18" in depth will be set and charged for full-page depth. No full pages available in classifieds.

Ad Placement

Special placement, other than classified, cannot be guaranteed. Requests are honored when possible. Page position is neither sold nor guaranteed.

Ad Payment

Payment in advance is required for all new accounts for a minimum of six months and for all transient, political, mail order and amusement advertising or until credit has been established by the business office. Billed accounts are expected to pay within 30 days or will be considered delinquent.

Payment for word classified is required unless there is an existing account with the Exponent. All billed accounts will be charged at the private billed rate. No refunds.

Makegood Policy

In order for an advertisement to be considered for any amount of makegood, the Advertising Director must be notified by the advertiser within seven days after the publication of the advertisement. The original copy and instructions must be legible and clear.

The Exponent's liability shall not exceed the cost of the advertisement in which the error occurred and the credit will be for the first incorrect insertion only. Makegood advertisements will be run, when feasible, before billing adjustments are allowed and may reprint only that portion of the advertisement that is in error.

The Exponent accepts no liability for failure to publish advertising. The Exponent accepts no responsibility for copy changes made by telephone. The Exponent accepts no financial responsibility for typographical errors that do not change the meaning or effectiveness of an ad, or cannot be automatically construed as damaging to the advertiser.

Mail Order Advertising

Prepayment is required. If the mail order advertisement provides an opportunity for a reader to send money for a product or service, the advertiser must supply the Exponent with a contact name and street address if the only address in the advertisement is a post office box or phone number. If a product is involved, the Exponent may ask for the product at no cost.

Acceptable Advertising

The Exponent accepts advertising containing alcoholic beverages, contraceptives or tobacco products. Advertising not accepted is at the discretion of the publisher. Examples of advertising not accepted: Ghostwritten work such as research papers, hate or discriminatory advertising and 900 numbers. No foreign languages will be printed without translation in the ad.

The Exponent reserves the right to regulate typographical tone, subject matter, form, size, working and illustrations of all advertisements and to reject or revise copy that in its sole opinion is objectionable or does not meet the Exponent's standards. The Exponent also reserves the right to label any advertisement "paid advertising."

No ads will be published upside-down, sideways, or in any other manner not consistent with traditional newspaper make-up unless specific circumstances deem it necessary.

Ad Cancellations

Advertisements canceled prior to 9 a.m. of the business day before publication will be charged 50% of the gross billing for that insertion. Requests for cancellation after 9 a.m. will be refused and the advertisement will run and be charged at the full rate.



publication calendar

june

summer '10

S	M	T	W	R	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

summer '10

S	M	T	W	R	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

august

summer/fall '10

S	M	T	W	R	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

fall '10

S	M	T	W	R	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							fall '10							
S	M	T	W	R	F	S	S	M	T	W	R	F	S	
					1	2			1	2	3	4	5	6
3	4	5	6	7	8	9		7	8	9	10	11	12	13
10	11	12	13	14	15	16		14	15	16	17	18	19	20
17	18	19	20	21	22	23		21	22	23	24	25	26	27
24/31	25	26	27	28	29	30		28	29	30				

december

fall '10

S	M	T	W	R	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

spring '11

S	M	T	W	R	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

spring '11

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W

R

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march

spring '11

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april							spring '11	
S	M	T	W	R	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							spring/summer '11	
S	M	T	W	R	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						

Publication days are bold. Special Issues are marked with squares.

special issues

Summer '10	June 14	New Student Issue
Fall '10	Aug 20	Fall Welcome Back
	Sept 1	Puzzle Palooza
	Sept 10	Football Tailgate Guide (Western Illinois)
	Sept 17	Football Tailgate Guide (Ball State)
		<i>Band and Family Day</i>
	Sept 24	Football Tailgate Guide (Toledo)
	Oct 15	Football Tailgate Guide (Minnesota)
		<i>Homecoming</i>
	Oct 20	Restaurant Menu Guide
	Nov 5	Football Tailgate Guide (Wisconsin)
	Nov 12	Football Tailgate Guide (Michigan)
	Nov 23	Football Tailgate Guide (Indiana)
	Dec 2	Holiday Shopping Guide
	TBD	Housing Guides
	TBD	Salary Guide
Spring '11	Jan 10	Spring Welcome Back
	Feb 9	Romance Guide
	Mar 9	Big 10 Tournament Preview
	Mar 11	NCAA Brackets Begin
	Apr 5	Exponent Readers' Choice Awards
	Apr 15	Grand Prix Guide
	Apr 25	Puzzle Palooza
	TBD	Housing Guides



deadline schedule

Proof Deadline	4 business days prior to run date, 5pm
ROP Deadline	3 business days prior to run date, 5pm
Classified Display Deadline	2 business days prior to run date, 5pm
Word Classified Deadline	1 business day prior to run date, 2pm

Run Day	Proof	ROP	Classified Display	Word Classified
Monday	Tuesday	Wednesday	Thursday	Friday
Tuesday	Wednesday	Thursday	Friday	Monday
Wednesday	Thursday	Friday	Monday	Tuesday
Thursday	Friday	Monday	Tuesday	Wednesday
Friday	Monday	Tuesday	Wednesday	Thursday