



Student Media Advertising

2008-2009 Rates and Policies

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What **RU**
Looking For?



Contact Information

Advertising Sales Manager

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About Student Media

Radford's Student Media consists of six organizations. Each is dedicated to bringing professional-quality media to the college community through leadership and teamwork.

SMADs currently offers advertising space in two of these publications: *The Tartan* and *Whim*. *The Tartan*, Radford University's weekly student newspaper, publishes every Wednesday of each academic week and also has an online edition. The University's weekly internet magazine *Whim*, publishes every Friday of each academic week. Student Media publications reach into every corner of the campus community by covering issues affecting Radford's population and showcasing the talent and creativity of students, faculty and staff. In the future, we hope to offer advertising space in our other media as well.

Student Media publications are the most efficient and effective way to reach students, faculty, staff and the surrounding Radford community. Each Student Media publication is offered FREE of charge on campus and throughout the community. These publications are the best way to let Radford University's community know what your business has to offer, and SMADs can help you tap into that market.

Student Media Advertising, also known as SMADs, was formed in 2001 when it separated from *The Tartan*. SMADs was created to better serve Radford University's other student media, and offer advertisers more choices. All Student Media and Student Media Advertising are run solely by ambitious, bright and talented Radford University students. Faculty advisors and industry professionals are available to assist and guide students when needed.

SMADs is managed by an Advertising Sales Manager who ensures that your experience is as pleasant and convenient as possible. An Advertising Sales Representative will serve as your main contact and is available to help you find the publication(s) that best suit your business needs. They will help you purchase and place your ads and find the best payment method for your business. Our Advertising Sales Representatives work closely with the Graphic Designers to make sure your ad fits your needs. A Business Manager also is available to help you with any billing or payment concerns. Don't hesitate to contact someone on our team for assistance.

We look forward to working with you!

Please note that all rates may change at any time at the discretion of the Advertising Sales Manager and Business Manager without previous notification. SMADs also reserves the right to decide which advertisers qualify for specific rates.

The Tartan

Brief History

The Tartan, formerly known as *The Grapurchat*, has been serving Radford University and the New River Valley since 1921. As the only official student-run newspaper, *The Tartan* is one of the University's oldest traditions.

With a circulation of 4,000 and distribution to more than 30 key points on and off campus, *The Tartan* is an effective way to reach more than 10,000 students, faculty and staff at Radford, as well as the surrounding communities.

The Tartan is distributed free-of-charge every Wednesday morning of each academic week in an 11" x 21" broadsheet format. The newspaper has four sections: News, Sports, The Scene (entertainment and arts), and Insights (commentary and editorial), as well as a classified section.

Student Media Advertising is available to help you purchase and place your advertisements in *The Tartan*. Please contact your Advertising Sales Representative for assistance.

Ad Rates

All rates include design costs.

Campus Rate \$3.00 per column inch
Campus rate applies ONLY to recognized Radford University student organizations and departments.

Campus Rates at a glance:

Full Page	\$378.00
1/2 Page	\$189.00
1/4 Page	\$90.00
1/8 Page	\$54.00
1/16 Page	\$27.00

Local Rate \$6.00 per column inch
Local Rate applies to all advertisers with a business in the Commonwealth of Virginia.

Local Rates at a glance

Full Page	\$756.00
1/2 Page	\$378.00
1/4 Page	\$180.00
1/8 Page	\$108.00
1/16 Page	\$54.00

RU Ready to Let
Students Know
You're Here?

National Rate \$8.00 per column inch
National Rate applies to all advertisers with a business outside the Commonwealth of Virginia and to ALL media buying agencies.

National Rates at a glance

Full Page	\$1,008.00
1/2 Page	\$504.00
1/4 Page	\$240.00
1/8 Page	\$144.00
1/16 Page	\$72.00

Color Rates

Color ads are the most effective way to attract your audience's attention and can greatly improve your ad's performance.

Colors are based on a CMYK format. You can also choose spot color.

Spot Color \$125.00 extra per color
Full Color (all colors) \$490.00 extra

Color ads can only be placed on the inside front cover, the inside back cover or on the back page of *The Tartan*. It is sold on a first come, first serve basis due to the fact that space is limited.

Insert Rates

Inserts can be a great way to reach your audience when you are using coupons or want loose-leaf flyers!

1-4 Pages \$75.00 per thousand
5-8 Pages \$85.00 per thousand
9-12 Pages \$95.00 per thousand
13+ Pages \$100.00 per thousand

The minimum number of inserts is 3,000 and the maximum is 4,000. Maximum size of inserts is 12" x 17" and there is no minimum size. A copy of your insert MUST be submitted to the Advertising Sales Manager for approval at least one week prior to the insertion date.

All inserts must be delivered to the printer by 5 p.m. the Friday PRIOR to insertion. Please contact your Advertising Representative once inserts have been shipped.

Shipping Address for Inserts:

Salem Times Register
Attn: Insert for The Tartan (insertion date)
1633 West Main Street
Salem, VA 24153

Student Media Advertising can have your inserts printed for you at an additional cost. Contact your Advertising Sales Representative for more information!

Classified Rates

Classified ads are \$2.50 per 30 characters. Characters include punctuation and spaces. Bold or underlined text is an extra \$0.50 per line.

Classified Display ads may not exceed 1 x 5 column inches. Classified Display ads follow regular display ad rates.

All classifieds are in Georgia font. If you wish to use another font, ask your Advertising Representative for availability.

Rugby runs away with victories
Page 7

Charlie Murphy brings the house down
Page 4

THE TARTAN

WEDNESDAY, APRIL 2, 2008

RU welcomes School of Communication

We are excited to see the College of Arts and Sciences add a new school to its family of schools.

When the School of Communication was established in 2007, it was the first new school to be added to the College of Arts and Sciences in over 50 years. The school's creation was the result of a long and arduous process that began in 2001 when the College of Arts and Sciences was reorganized. At that time, the School of Communication was established as a separate entity within the college. The school's creation was the result of a long and arduous process that began in 2001 when the College of Arts and Sciences was reorganized. At that time, the School of Communication was established as a separate entity within the college.

Recycling Radford

"If these objects don't find themselves at a recycling center, then the cycle is broken."

- Jim Ketterer, Montgomery Regional Solid Waste Authority

Radford University's recycling program has continuously grown in recent years, but many students question whether or not it could be improved.

Mary Vaccaro, mrvaccaro@radford.edu

Recycling, the reprocessing of old materials into new products, has continually become more widespread throughout the United States. Recycling programs have shown the nation, and the world, to "reuse, reduce, and recycle" can be seen everywhere. However, many people consider Radford University's recycling program to be outdated.

Thousands of students, faculty and staff use the dining hall each day. This building is made of steel, wood, and many materials can be seen around campus. The university disposes of these items of waste a day-by-day basis, plastic, paper, cardboard and other materials all get added to the waste.

There are no recycling containers or bins in any of the dining hall's trash cans. This means that many recyclable materials are not being recycled and instead are sent to landfill.

See RECYCLING, 2

Who can make it happen?

recycling is not a bad idea, supporting it can be a good idea.

it's not a bad idea, supporting it can be a good idea.

it's not a bad idea, supporting it can be a good idea.

Shuttle service may accommodate students

Radford University's shuttle service may provide an alternative to late-night student driving and could be a good idea.

Radford University's shuttle service may provide an alternative to late-night student driving and could be a good idea.

What's Inside...			
News	1-8	In Sports	9
Classifieds	2	Sports	10
The Tartan	4-6	Advertisements	11

Salem Times Register

Radford University

Recycling

The Tartan

Discounts

No more than a 15% discount on each ad may be granted.

Multiple Run: A multiple run contract guarantees percentage off of each ad and must be signed in order to receive a discount. All advertisements must be the same size and the exact number of ads must be determined before the contract is signed.

Full Semester	15%
10-13 Issues	14%
6-9 Issues	13%
3-5 Issues	12%

Camera Ready Ads: A 5% discount will be given to all camera ready ads. They MUST be designed according to the actual inch sizes (see mechanical specifications). We will not make any changes to camera ready ads.

This discount does not apply to National Advertisers or Media Buying Agencies. Please see the Policies and Terms page for more information.

Mechanical Specifications

Standard page size: 6 columns x 21 inches.
Actual standard page size: 10.998 inches x 21 inches. Camera-ready ads MUST follow actual inch sizes. 1 column inch is equal to 1.833" x 1". (see image 2)

All camera ready ads MUST be in one of the following forms: .pdf, .tif, .jpg, or any other high quality image file. We also accept files done in Adobe InDesign or Adobe Photoshop. All advertisements are made on Macintosh Computers using OSX. We DO NOT accept ANY Microsoft documents. Our systems are not compatible and you will not receive the 5% camera ready discount.

Deadlines

Space Reservations: All display ad, classified display ad and insert space reservations must be received by 5 p.m. the Wednesday PRIOR to publication.

Ad Copy Deadline: All ad copy for display ads must be received by Student Media Advertising by 5 p.m. the Wednesday PRIOR to publication. A copy of the inserts must be received by Student Media advertising for approval by 5 p.m. the Wednesday PRIOR to publication. All inserts must be received by the printer by 5 p.m. the Friday PRIOR to insertion. There will be NO EXCEPTIONS!

Advertisements cancelled after the deadlines will be subjected to a cancellation charge equal to one half the advertisement cost. This also applies to ad copy not received by the deadline listed above. Changes to advertisements received after the deadlines cannot be guaranteed.

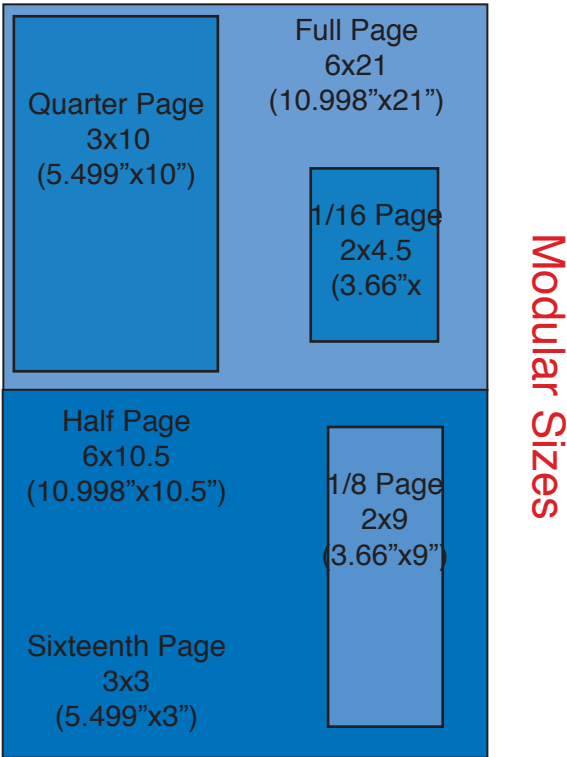


image 1

Quest Edition

The Tartan also puts out a special summer-long tabloid that is presented to all new freshmen and transfer students at Radford’s summer orientation, Quest. At this time, new students and their parents will be registering for classes, touring the city and getting all of their questions about life at Radford University answered. This edition is on the campus racks from June to September and is available to every Quest student and parent!

Ask your Advertising Representative for the special edition deadlines and prices. Prices and sizes are subject to change for these editions.

RU aware that 4,000 copies of The Tartan are distributed each week, allowing it to reach at least half of the student body?

Actual column inch size

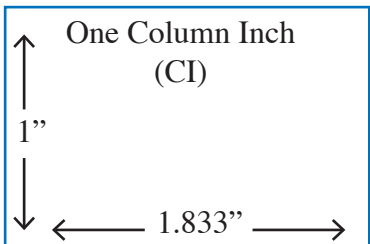


image 2

Proofs

Proofs will be provided for all display ads. They can be e-mailed, faxed or hand delivered. Proofs are not provided for classified ads. Changes cannot be guaranteed after 2 p.m. the Monday prior to publication.

Student Media Advertising is not responsible for mistakes in advertisements if proofs have not been returned by 2 p.m. the Monday prior to publication.

Circulation

Circulation-4,000
The Tartan is distributed FREE to about 30 locations throughout Radford University’s campus and supporting Radford community.

On-Campus Distribution

- | | |
|-------------------|----------------------|
| Martin Hall | Bolling Hall |
| Young Hall | Peters Hall |
| Reed Hall | Waldron Hall |
| McConnell Library | Cook Hall |
| Lucas Hall | Post Office |
| Muse Hall | Dalton (3 locations) |
| Tyler Hall | Heth Hall |
| Norwood Hall | Whitt Hall |
| Jefferson Hall | Floyd Hall |
| Madison Hall | Stuart Hall |
| Walker Hall | Trinkle Hall |
| Washington Hall | Peery |
| Ingles Hall | Pridemore Theater |
| Draper Hall | Dedmon Center |
| Powell Hall | Armstrong Complex |
| Moffett Hall | |

Off-Campus Distribution

- BT’s
- The Radford Book Exchange
- 7-Eleven
- The Coffee Mill
- Highlander’s Pizza
- Sharkey’s



Brief History

Radford University's Whim Internet Magazine is the award-winning weekly student-run online magazine. Whim is a FREE to access publication whose purpose is to provide entertainment and an alternative news source for 10,000 Radford University students, alumni, staff and faculty, as well as the world. Whim can be viewed 24 hours a day and 7 days a week, making it an effective way to advertise.

A new installment of Whim publishes every Friday of each academic week. Each issue is packed with original articles, graphics and even cartoons produced by talented students.

Student Media Advertising is available to help you purchase and place your advertisements in Whim. Bundled rate discounts apply if you are already advertising with The Tartan. Please contact your Advertising Representative for assistance.

Awards

Pacemaker Nominee 2005: by the
Associated Collegiate Press

Golden Web Awards: January 2004,
February 2003

Visual Xtreme-March 2003: Award based
on ease of navigation, graphic quality, Web site
layout and design.

Art Space 2000: February 2003-Award
based on originality, overall design
and appearance, ease of navigation and content.

The Best of Collegiate Design 8:
Main Page Presentation 2nd Place
November 2000

Radford's Official Student-run Internet Magazine

Rates

All ad rates include design costs and color.

Banner ads are rectangular online advertisements in the form of a graphic image that runs across the top of the Web page. Banner ads are 468 x 60 pixels. Ad costs depend on the number of screen changes and where the ad links to. Animated ads are .gif images and have been shown to be more effective when trying to grab your audience's attention!

Campus Rate..... \$30/week

Local Business Rate..... \$50/week

National Business Rate.....\$70/week

We can design a splash page for your business! A splash page is a Whim-hosted website that will host all your information for customers to view when they click on your ad.

**Please note: additional charges may apply to design detailed splash pages starting at \$8.00/hour.

The current format of Whim advertising may change. If so, your Advertising Representative will contact you.

RU ready to
expose your ad over
3,500 times a week to
the biggest market in
the area?

Discounts

Multiple Run: A multiple-run contract guarantees a percentage off of each ad and must be signed in order to receive a discount. All advertisements must be the same sizes and the exact number of ads and dates must be determined before the contract is signed.

Full Semester (14 issues)	15%
10-12 Issues	14%
6-9 Issues	13%
3-5 Issues	12%

Deadlines

All ad reservations must be received by 3 p.m. the Friday PRIOR to publication. Copy must be received by noon the following Monday. No ads will be accepted after this time. NO EXCEPTIONS!

Advertisements cancelled after the deadlines will be subject to a cancellation charge equal to one-half the advertisements cost. Changes to advertisements received after the deadlines cannot be guaranteed.

Technical Specifications

All Whim ads are measured in pixels.

Pixel is short for picture element. A pixel is a little square on the computer screen that can be seen when a graphic image is enlarged. When combined with other dots, the group of pixels form a picture. The more pixels in an image, the better its resolution.

Ad Formats

All ads are formatted in Macromedia Flash. They will be 72 dpi (dots per inch) and animated. Student Media Advertising will be creating these for you.

Ad Borders

All Whim ads must have a 1-pixel border. If your ad does not have one, we will add one for you.

Rotation of Ads

Ads consistently and constantly change on every page throughout the site. Every ad gets equal view time. The more ads, the higher the rotation.

Actual Banner Ad Size

Proofs

However you choose to create your ad, you will receive a proof before the ad is placed on the website. Proofs will be hosted on their own server and may only be viewed electronically. Hard copies of proofs will not be provided.

Proofs will be posted by Wednesday morning the week of publication. Please contact your Advertising Representative if your proof is not posted by noon.

Student Media Advertising is not responsible for mistakes in advertisements if proofs have not been returned by 2 p.m. Thursday the week of publication. Changes cannot be guaranteed after 5 p.m. Thursday.

Bundled Advertising

Bundled Advertising is intended to help advertisers reach a larger portion of the Radford University campus and surrounding community. Studies show that integrated marketing is the most successful form of advertising. Placing advertisements in several Radford University publications will prove much more successful for your business than using only one medium as an avenue to communicate your message.

Student Media Advertising is available to help you purchase and place your bundled advertisements. Please contact your Advertising Sales Representative for assistance.

Build Your Own Package

Building your own package allows you to pick and choose which publications you would like to advertise in. Depending on your business goals, your Advertising Representative can help you decide which mix will work best for you.

2 Publications-10% off original total cost

Deadlines

Deadlines for packages follow the deadlines for each publication. Refer to each publication's rate information for specific times and dates. However, we encourage clients to buy early in the semester so they can easily plan out advertisements.

Note: Additional packages will become available throughout the year. Ask your sales representative!

Quick Market Information

Radford University is a co-educational, comprehensive public university with over 112 undergraduate and 42 graduate departments and programs. It is located on 177 acres of land in the Blue Ridge mountains of Southwest Virginia along the New River. It is about 36 miles from Roanoke, five hours from Washington D.C. and three hours from Richmond.

Radford University fields a Division I athletic program with students competing in 11 varsity sports. RU also has students competing in 16 club sports. The RU men's club rugby team was the 2008 Division II National Champion!

*Enrollment: 9,122
8,023 Undergraduates, 1,099 Graduates
60% Female
40% Male

90% Caucasian
5% African American
3% Asian
2% Hispanic

85% under 21
15% over 21

* 2007-2008 School Year
Source: RU Institutional Research

Policies and Terms

The student management of Student Media Advertising reserves the exclusive right to reject advertising or to request alteration to any advertisement purchased if they feel the advertising adversely affects the integrity or credibility of the publications or in any way conflicts with the mission of the university community. It further reserves the right to reject any advertisement it deems objectionable due to subject matter, illustration, phraseology or setup. Each Student Media publication has the right to review the status of any advertisement or contract when deemed necessary.

Liability

Advertisers agree to indemnify and hold harmless Radford University, its Board of Visitors, and its officers, agents, and employees from and against any and all loss, cost, and expense including reasonable attorney fees resulting from the publication by Student Media Advertising of the advertiser's advertisement.

Payment Policies

*****ALL CUSTOMERS MUST PRE-PAY***
TO RUN ANY ADVERTISEMENT**

To advertise in Student Media publications, all advertisers must have a Federal Tax ID number or Social Security number on file with the Business Department. Advertisers can pay with either cash, check, or credit card. (We only accept Visa and Mastercard credit cards.)

Payment Deadline: All payments must be received by Student Media Advertising by 5:00 p.m. the week PRIOR to publication. Ads payments that have not been received by this time will **not** be run until payment has been received.

A 1.5% per month finance charge will be assessed to accounts that are delinquent more than 90 days. The Student Media Business Manager reserves the right to revoke advertising privileges for clients with delinquent accounts and send overdue accounts to a collection agency and/or the Virginia Department of Taxation. Clients will be responsible for additional fees incurred in the process of collecting an overdue account.

There is a \$15.00 service charge applied to all returned checks.
run.

Advertisements

Composition and artwork produced by Student Media Advertising become the property of same and may only be used with the permission of the Advertising Design Manager and Advertising Sales Manager.

Student Media Advertising generally discourages accepting local advertising from parties other than the advertisers themselves or a national media buying agency unless written consent is given. We cannot accept advertisements designed by other companies, newspapers, etc. without permission of the designer or company.

The advertiser is liable for their own advertisements authorized for publication and any claims made against Student Media publications because of that ad. Student Media is not responsible for the material of advertisement nor is the message a reflection of Student Media's views.

A 20% guaranteed position fee will be charged to advertisers who wish to guarantee placement of their ad in a particular section or spot.

Irregularly-shaped advertisements are subject to the approval of the Advertising Design Manager.

Ads may be enlarged to fit purchase space or floated in white space.

Ads not meeting the technical specifications required by each publication are not considered camera ready and are not subject to receive a camera ready discount.

Borders may be placed on ads submitted without them.

Campus rate applies ONLY to recognized Radford University student organizations and departments. Students placing an ad for a business must pay the rate that would normally apply to the business.

Student Media has the right to change the format of the ad if it does not meet mechanical specifications or not compatible with our publishing system. Student Media is not responsible for any changes to the ad that may occur during the format change-process.

Cancellation and Amendment Policies

Advertisements cancelled after the publication deadlines are subject to a cancellation charge equal to one half the advertisement cost. Changes received after the publication deadlines are not guaranteed. If advertiser has a multiple run contract and does not advertise on the given date, the ad is considered cancelled as well and the same charge will be applied. If advertiser does not fulfill the number of ads stated in the contract, he/she is billed for the total amount of ads not



Mistakes

Student Media Advertising is not liable for mistakes due to printer error or camera-ready advertisements. The manager will discount according to his/her discretion.

Student Media assumes no financial responsibility for errors or omissions of advertisements. Make-good space will be offered if the error is the fault Student Media and only for the errored portion. Student Media will not be responsible for minor typographical errors.

Make-goods for mistakes due to poor print quality will be issued via an ad identical in price and size to the original advertisement purchased and placed in the following issue of the same publication.

If an ad does not run in the first scheduled issue, an ad equal in size and price will print in the following.

Advertisements we will not accept:

1. Advertisements that market or contain any alcohol or tobacco, the use of alcohol or tobacco, pictures of alcohol or tobacco, happy hour specials, and any brand names or types or anything against Virginia's Code of alcohol or tobacco advertising.
2. Advertisements for any sexual escort services, 900 numbers or strip clubs.
3. Advertisements for gambling.
4. Advertisements for firearms.
5. Advertisements for anything against Radford University's Honor code (selling term papers, etc.)
6. Advertisements for anything that is illegal in the Commonwealth of Virginia. This includes illegal drugs and drug paraphernalia.
7. Advertisements containing profanity.

All ads are subject to Advertising Managers discretion.

If anything is deemed inappropriate the manager has the right to change the ad or deny publication.

Position Requests

Position requests are only guaranteed on the back page and inside back page of the The Tartan. Color ads are granted space first, however color ad space is limited.

Proofs

All advertising will receive proofs. Consult your Advertising Representative for details. To receive your proof on time, please make sure that we receive it as soon as possible.



Notes:

Notes:





Student Media Advertising

Calhoun Hall • P.O. Box 6855 • Radford, Va 24142

Voice (540) 831-6051 • Fax (540) 831-6725 • smads@radford.edu
