

the Daily Sargum

MARKETING MANUAL 2010-2011



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≡ PUBLICATION SCHEDULE ≡

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	✱	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

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	✱	✱	✱	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	✱	✱	✱	✱	✱	✱

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
✱	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	✱	✱	✱	✱

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	✱	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

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	✱	✱	✱	✱	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	✱	✱	✱	✱	✱

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	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	✱	✱	✱	✱	✱

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	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

SUN	MON	TUE	WED	THU	FRI	SAT
✱	✱	✱	✱	✱	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

SUN	MON	TUE	WED	THU	FRI	SAT
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	✱	✱	✱	✱

Dates marked in BLACK are regular publishing days, those marked in RUTGERS RED are Special Issue dates. All dates marked in GREY are non-publishing days.

SPECIAL ISSUES

9/1/2010 WELCOME BACK Our first issue of the 2010 – 2011 year. With students eager to find out the new events and changes around campus, Welcome Back issues always have high readership.

9/2/2010 GAMEDAY ISSUE First game of the season. Preview of the 2010 Football lineup and Norfolk State.

9/7/2010 CAREERS ISSUE The eight-page Careers supplement is the place for your ad to reach the most active job and internship seekers at Rutgers. Written by the Career Services staff, Careers provides job-search tips, announcements about upcoming events, employer profiles, and intern profiles. Published six times throughout the year, Careers will help you to target your message to seniors seeking full-time jobs and underclassmen seeking part-time work and internships.

9/24/2010 FOOTBALL FRIDAY Preview of the Rutgers Football Saturday matchup against North Carolina.

10/1/2010 HOMECOMING ISSUE Preview of the Rutgers Football Saturday matchup against Tulane, with special Homecoming content.

10/5/2010 CAREERS ISSUE

10/8/2010 GAMEDAY ISSUE Rutgers Football kicks off its Big East matchups against Connecticut under the Friday Night Lights.

10/29/2010 HALLOWEEN ISSUE: A look at Halloween events and traditions. The issue follows a Halloween theme throughout.

11/2/2010 CAREERS ISSUE

11/12/2010 FOOTBALL FRIDAY Preview of the Rutgers Football Saturday Big East matchup against Syracuse.

12/1/2010 OFF-CAMPUS HOUSING ISSUE A great opportunity for landlords to advertise listings.

12/13/2010 PERSPECTIVES A look back at the Fall 2010 Semester; Our final issue of 2010.

1/18/2011 WELCOME BACK Our first issue of 2011 and the Spring Semester.

2/1/2011 CAREERS ISSUE

2/14/2011 VALENTINE'S DAY ISSUE Information on gift ideas, romantic personals, and a contest awarding the most enchanting personal ad.

3/1/2011 CAREERS ISSUE

3/4/2011 SUMMER SESSION An informative issue with details on summer programs at Rutgers and other universities.

4/5/2011 FINAL CAREERS ISSUE

5/2/2011 PERSPECTIVES The final issue of the academic year will recap the year that was.

2/18/2011 CAP & GOWN The graduation issue includes personals from family and loved ones, and is distributed at six different commencement ceremonies around campus.



FOUNDED 1869/INCORPORATED 1980
THE DAILY TARGUM
Serving the Rutgers Community since 1869

PERSONNEL

BUSINESS MANAGER: Josh Cohen
MARKETING DIRECTOR: Patrick McGuinness
CLASSIFIEDS MANAGER: Amanda Crawford
PRODUCTION DIRECTOR: Michael Polnasek
CREATIVE SERVICES: MANAGER Ed Hanks

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Advertising with the Daily Targum will grant you unparalleled access to a unique college market that boasts over 41,000 students and faculty in one of the most lucrative metropolitan areas surrounding New York City. With Rutgers students spending over \$8.4 million dollars a month, on products that range from food and clothing to electronics and general entertainment, your business will benefit from the exposure that can only be provided by the number one daily newspaper on campus. The current state of the economy has amplified the importance of effective advertising, and with distribution on Rutgers University campuses, off-campus New Brunswick drop points, as well as Piscataway and Highland Park, the Daily Targum is an obvious smart choice. As the fourth oldest college newspaper in the country, the Daily Targum has been serving the Rutgers community since 1869 and has become the most read news source on campus for local, national, and sports news. Our wide variety of special issues and popular website ensures your company the ability to have access to the most effective medium to establish itself as a favorite destination on a campus of well-educated, diverse consumers.

On behalf of Targum Publishing Company, welcome to the 2010-2011 school year.

Patrick McGuinness





STANDARD RATES PER COLUMN INCH

RETAIL RATE: \$10.50

AGENCY RATE (NET): \$13.65

UNIVERSITY RATE: \$8.25

FREQUENCY DISCOUNTS

Advertiser agrees to place a predetermined number of column inches within the indicated time period.

WEEKLY:

15 OR MORE: \$7.50

20 OR MORE: \$7.00

30 OR MORE: \$6.60

YEARLY:

100 OR MORE: \$8.95

200 OR MORE: \$8.45

300 OR MORE: \$7.85

500 OR MORE: \$7.30

700 OR MORE: \$6.80

1000 OR MORE: \$6.55

YEARLY (UNIVERSITY):

250 OR MORE: \$7.95

500 OR MORE: \$7.70

750 OR MORE: \$7.40

1200 OR MORE: \$7.10

1500 OR MORE: \$6.90

2500 OR MORE: \$6.40

3500 OR MORE: \$6.25

INSERT RATE

Inserts are available at the rate of \$105.00 per thousand, with a minimum run of 5000 and a maximum run of 17,000. Advertisers are responsible for printing and shipping inserts. Call for more information.

COLOR

Color can be added to any ad for an additional fee. Options available are Spot Color (black & white plus one color chosen by the advertiser), and Process (full) Color.

SPOT COLOR: \$75.00

FULL (PROCESS) COLOR: \$198

SPECIAL PLACEMENT

Special placement is available for most advertisements, but cannot be guaranteed. Advertisers who pay for Special Placement but do not receive it are entitled to a full refund.

DOUBLE TRUCK

Center Spread, includes free color; 176 Column Inches x Rate

CROSSWORD PAGE

There are two options for ad sizes on the Crossword Page

4 COLUMN INCHES (2 Columns x 2 inches): \$60.00 Per Day.

10 COLUMN INCHES (2 Columns x 5 inches): \$150.00 Per Day.

PAGE THREE

Page three is the first page readers see when they open the paper, and is traditionally one of our most desirable placements. Advertisers may request Page Three placement at a rate of 20% above the standard rate.

Ad Sizes

The Daily Targum's pages measure 5 columns wide by 16 inches high; or 80 column inches. A column inch measures approximately 1.833" wide by approximately one inch high. These dimensions do not correspond to standard advertising units. Display ads must measure at least 2 column inches. The gutters (spaces) between columns are measured along with the columns and included in our pricing. Ad depths, or heights, are available in half-inch increments. All ads 14 inches and higher will be charged for the full 16 inches. The following widths are accurate for multi-column ad sizes.

1 COLUMN: 1.833 inches

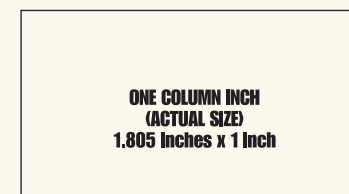
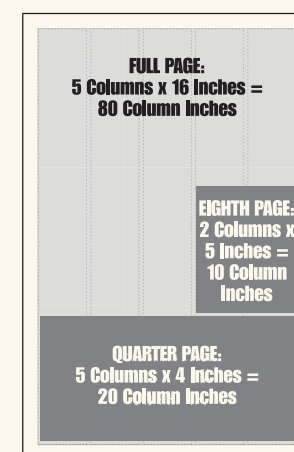
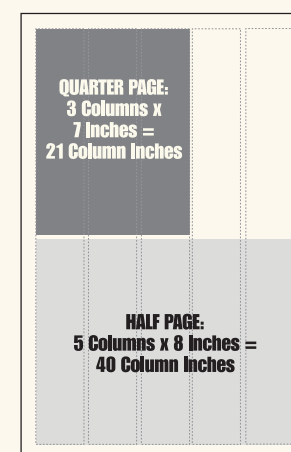
2 COLUMNS: 3.833 inches

3 COLUMNS: 5.833 inches

4 COLUMNS: 7.833 inches

5 COLUMNS: 9.833 inches.

EXAMPLES OF COMMON Ad SIZES



FULL PAGE Ads

Full Page Ads do NOT have the same proportions as an 8.5 x 11 sheet of Letter paper. If you are creating a full page ad on regular letter-sized template, please make the art area 6.7 x 11 inches. This size will allow us to enlarge the art to exactly 5 columns x 16 inches without having to stretch or crop it.

Any ad that is 5 columns in width and over 14 inches in height will be charged as a full page.

PROOFS & DEADLINES

If our Creative Department is creating an ad for you, we will need all the information 5 business days in advance. While this may seem like a long time, please consider that we are working with many clients simultaneously. It is in the best interests of everyone involved that each ad is crafted carefully and proofread for errors. This will also give you, the advertiser, ample time to carefully look over your ad and give us adequate time to make corrections. It takes extensive planning to to yield great execution. We cannot guarantee proofs to advertisers who fail to meet submission guidelines.

Please make sure all text is finalized and proofread before submitting. We cannot guarantee text revisions submitted after deadline. The Daily Targum is not responsible for typos.

DEADLINES FOR ARTWORK SUBMISSION

All ads must be submitted no less than 4 business days prior to publication. If a proof is desired, artwork must be submitted no less than 5 business days prior to publication. The Daily Targum cannot guarantee proofs to advertisers who do not meet this deadline.

The Daily Targum prefers digital files, which ensure the smoothest transition to the printed page. We can accept digital files on disc or by email. We can also accept camera-ready hard copies of ads.

By adhering to the following guidelines, we can ensure you the highest quality printed advertisement possible.

PUBLICATION	DEADLINE WITHOUT PROOF	DEADLINE WITH PROOF
Monday	Previous Wed, 3 pm	Previous Mon, 3 pm
Tuesday	Previous Thurs, 3 pm	Previous Tues, 3 pm
Wednesday	Previous Fri, 3 pm	Previous Wed, 3 pm
Thursday	Previous Mon, 3 pm	Previous Thurs, 3 pm
Friday	Previous Tues, 3 pm	Previous Fri, 3 pm



CREATIVE SERVICES

We know that advertising is expensive. If you want to get the biggest bang for your buck, consider that putting the most information into the space as possible is not always the best solution. Effective advertising uses negative space to guide the viewer's eye efficiently through to the most important information. Busy, text-heavy ads do not attract the eye and are often dismissed or overlooked. These ideas should be considered when designing or planning for an ad.

If you need help designing an ad, our productions department can create one for you, or streamline the one you have. Ask your Advertising Executive for more information on this service.

FILE FORMATS

Our Production Department operates on MacIntosh OS, but can usually accept files generated in Windows as well. PDF is the preferred file format, as images and fonts can be automatically embedded.

Other acceptable files include EPS, TIFF, DOC, AI, PSD, QXD, JPEG, XCEL, and most graphic formats. We are unable to accept microsoft Publisher files at this time. Your Advertising Executive can answer any questions regarding additional file types.

IMAGE RESOLUTION

The resolution of all images, placed or otherwise, needs to be at least 200 DPI. Web images as a general rule are 72 DPI and should not be submitted because they will print pixelated or "fuzzy".

FONTS

Fonts are not necessarily universal. When they are not included or saved properly, they can "drop out". When saving as a PDF, it is important to make sure that all fonts are embedded. For images made in Illustrator, it is preferable that outlines are created on all fonts. For Photoshop files, we prefer a flattened image. If these rules are not or cannot be adhered to, it may be necessary for our Productions Department to substitute fonts without notification.

POLICIES

The Daily Targum is not responsible for typographical errors that do not lessen the value of the advertisement.

We reserve the right to reject or edit any advertisement that does not comply with the policies and judgement of the newspaper.

Any changes or cancellations must be made prior to the advertising deadline.

No adjustments or refunds will be given for changes or cancellations requested after deadline.

The Daily Targum is not responsible for incorrect copy submitted by the advertiser according to the adjustment guidelines.

All claims for credit must be made within 15 days of publication.

Remember to include or outline all fonts with artwork sent on disk.

TERMS AND CONDITIONS

Payment is due prior to run date until credit has been established. Accounts desiring credit must submit a credit application and be approved by our Accounting Department before credit can be extended. Please allow five to ten business days for processing.

Billing Terms are net amount due and are payable within thirty days of billing date.

Accounts with balances 90 or more days overdue will be sent to a collections agency at the discretion of the Collections Department. Advertisers will pay all costs incurred by The Daily Targum from the collections process.

There will be a \$30.00 service charge on all bounced checks.

All rates are net (non-commissionable).

The placing of any matter for publication in The Daily Targum will be regarded as acceptance of all the provisions in the media kit.

FREQUENTLY ASKED QUESTIONS

Why should my business advertise with The Daily Targum?

The college-age market is extremely lucrative - the average Rutgers student spends approximately \$240.00 a month. With approximately 35,000 students, that's \$8,400,000 of total discretionary spending every month - money that your business can get its share of by drawing in customers from the Rutgers community via The Daily Targum.

How often do you publish?

Every day that classes are in session during the Fall and Spring semesters. A copy of our publication schedule can be found at the front of this media kit.

Where can people pick up the paper?

We have approximately 120 drop points. There is a drop point at each dining hall and student center, most bus stops, and at most major academic buildings and dorms. We also have several off-campus drop points on Easton Ave, in downtown New Brunswick, and in Highland Park.

What is your circulation?

Our daily circulation is 17,000.

Can I choose where my ad is placed?

You can request placement, but we do not guarantee it. Final layout is at the discretion of the Editorial Department. Please see the Rates section for more information on special placement.

Do you send tearsheets?

Yes, we send tearsheets for all advertising each publication day.

Where should I send my ads?

Please send all copy and artwork to the Account Executive who handles your account.

What types of files can I email you?

We prefer .pdf or .eps files, but will accept others based on the Production Guidelines listed in the media kit.

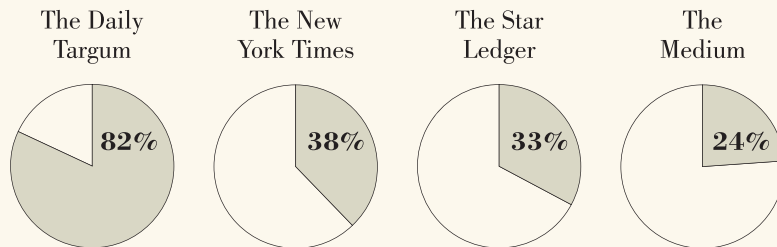
What are the dimensions of the paper?

Each page of our paper measures 9.75 inches (5 columns) wide by 16 inches of printable space.

Can I be billed for my ads?

To be billed, you must establish credit by prepaying for 100 column inches of space. After this you may submit a credit application, billing will begin upon approval.

WEEKLY STUDENT READERSHIP



**Over \$8.4 million in student spending
PER MONTH**

CIRCULATION & READERSHIP

17,000 Copies of The Targum circulated daily.

110 Separate drop off locations.

Delivered to all 5 New Brunswick & Piscataway campuses.

82% of students read The Targum on a weekly basis.

A paper is published every day classes are in session; Fall & Spring semesters.

RUTGERS POPULATION

35,000 Students

6,000 Faculty

TARGUM READERS READ

OUR PAPER 3.7

TIMES A WEEK ON AVERAGE.

DROP OFF LOCATIONS

Each star represents drop points for The Daily Targum



The Daily Targum has 120 drop off locations in and around the Rutgers New Brunswick & Piscataway campuses.

There are several off-campus drop off locations in downtown New Brunswick, Easton Ave, and Highland Park.



TARGUM PUBLISHING COMPANY
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