





# the prospector

**73%** of students read the advertisements in their school newspapers.

**79%** of students have been motivated to take some action by an article of advertisement.

The Prospector has been serving UTEP's community since 1914. Winning numerous awards, both editorial and advertising, The Prospector is read regularly by UTEP students, staff and faculty. The Prospector covers on-campus and off-campus news, entertainment and sports events. Being the "Assayer of Student Opinion" is important to us and we always strive to have the best newspaper possible.

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## reader profile

### TOTAL ENROLLMENT - FALL 2009

Female	21,011
Male	11,544
	9,467

### AVERAGE AGE

Undergraduate	22
Graduate	30
Doctoral	35

### FACULTY/STAFF

3,070

"Without advertising  
something terrible  
happens –  
**NOTHING!**"

-P.T. Barnum

# points of pride

- UTEP is the largest Hispanic majority-serving educational institution in the United States.
- UTEP ranks among the top three universities in the nation in educating Hispanics, according to Hispanic Outlook in Higher Education magazine.
- UTEP's College of Engineering is ranked the nation's No. 1 graduate engineering program for Hispanics by Hispanic Business magazine.
- UTEP ranks among the top three UT System academic institutions in research spending.
- UTEP has been selected to house top security and defense-related academic research centers, including a Regional Geospatial Service Center, a Center for Defense Systems Research and an Intelligence Community Center for Academic Excellence.

## Miner pride

Miners have plenty to cheer for. Our brags include football, volleyball, softball, tennis, rifle, men's and women's basketball, track and field, cross country and golf.

## El Paso and the region

One of the nation's 20-largest cities, El Paso is home to more than 700,000 people, and sister city to Ciudad Juárez, Mexico, a burgeoning metropolis of more than two million citizens.

El Paso is at the heart of the U.S.-Mexico border and is located in the Chihuahuan Desert, with the beautiful Franklin Mountains as a backdrop. We are home to Fort Bliss, one of the nation's fastest-growing Army posts. Over 45,000 new soldiers, family members and civilian support staff will soon be making El Paso their home. With the sun shining more than 300 days a year, El Paso is proud to be called the Sun City.

Sources: The University of Texas at El Paso 2009 Fact Book and [www.elpasocvb.com](http://www.elpasocvb.com).

**"Advertising**  
is the greatest art  
form of the  
**twentieth**  
**century."**

- Marshall McLuhan,  
"The Medium is the Message"

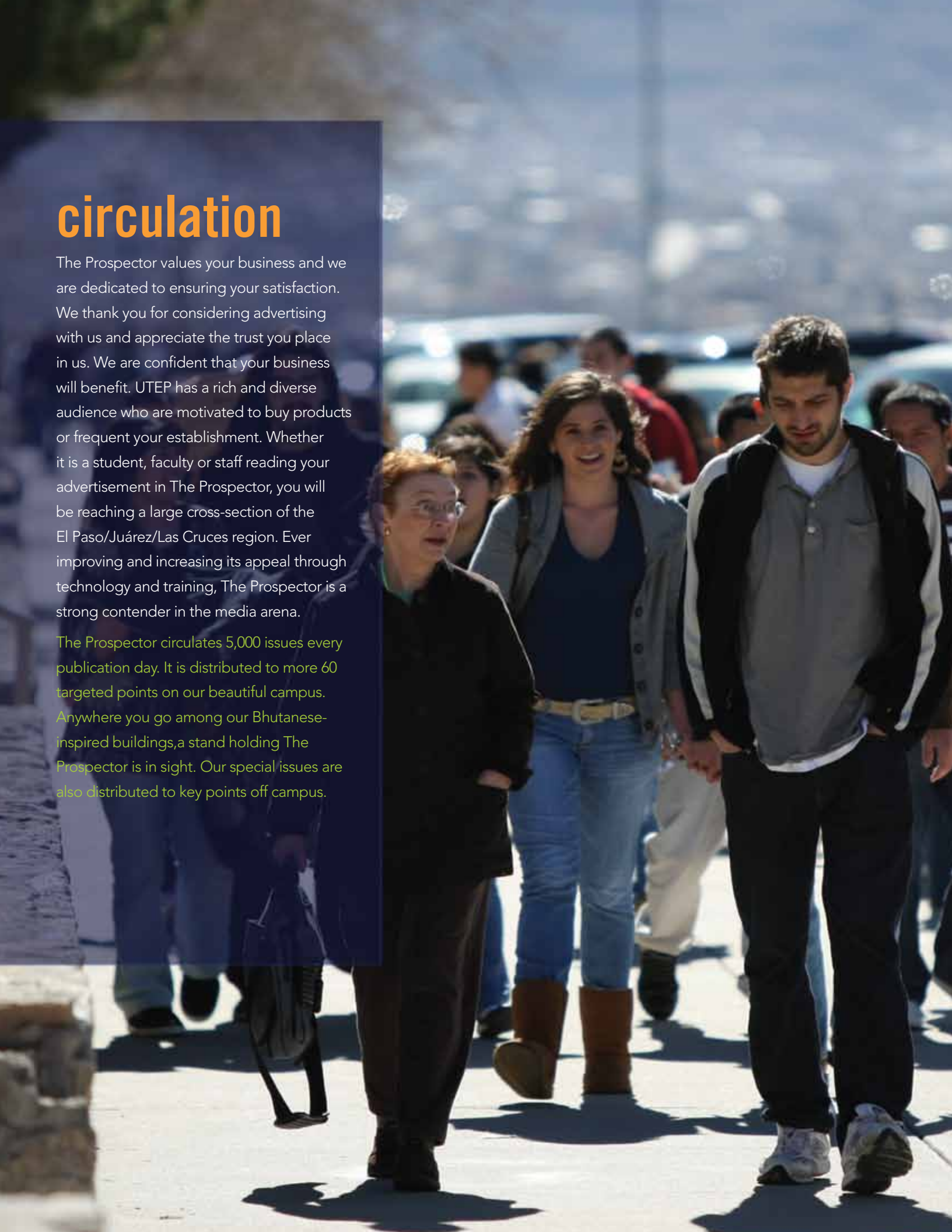





# circulation

The Prospector values your business and we are dedicated to ensuring your satisfaction. We thank you for considering advertising with us and appreciate the trust you place in us. We are confident that your business will benefit. UTEP has a rich and diverse audience who are motivated to buy products or frequent your establishment. Whether it is a student, faculty or staff reading your advertisement in The Prospector, you will be reaching a large cross-section of the El Paso/Juárez/Las Cruces region. Ever improving and increasing its appeal through technology and training, The Prospector is a strong contender in the media arena.

The Prospector circulates 5,000 issues every publication day. It is distributed to more 60 targeted points on our beautiful campus. Anywhere you go among our Bhutanese-inspired buildings, a stand holding The Prospector is in sight. Our special issues are also distributed to key points off campus.





**73%** of students have read their campus newspaper in the past three months.

**3.2%** is the average pass-along readership for a single copy of the newspaper.



# rates

## local rate

**\$7.50** per column inch

Must be prepaid unless credit has been established.

## national rate

**\$12.50** per column inch

Must be prepaid unless credit has been established.

## standing ad rate

**\$6.50** per column inch

Standing ads are non-changing ads scheduled to run a minimum of 10 times on consecutive publication dates. All run dates should be scheduled and total payment is required prior to first insertion. A standing ad commitment of \$500 or more may be paid in two installments of one half of the total charge, provided the total is paid in full prior to the run date of the fifth advertisement.

## Make your ad more appealing by splashing some color on it!



black & white



spot color



full color

## color rates

**+ 1 = \$2 per column inch**

**+ 2 = \$3 per column inch**

**Full = \$5 per column inch**

Special color rates may be available. Please check with your advertising representative for specific colors, rates and dates.

Full-color ads  
are read **62%**  
more often than  
black-and-white ads.

## creative services

Our designers will create your ad at no additional cost.

Any design (logo or ad) created by The Prospector is for The Prospector use only (this includes design and/or copy/tag lines).

Release of ad or its components for other uses **\$100**.

## inserts

**\$60** per 1,000 single pages

**\$100** per 1,000 multiple pages or folded inserts

Minimum/maximum number of inserts – 5,000

Maximum folded size – 8.5" x 11"

The Prospector is a tabloid size newspaper with a 5-column width and 16-inch depth (80 column inches per page)

## submitting electronic files

### the prospector & minero magazine

Electronic files are accepted in the following formats:

PDF (preferred) EPS/TIFF (high resolution, preferably 300 dpi, actual size).

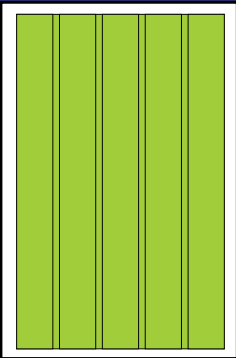
If your ad was created in Illustrator, Photoshop or InDesign, please make sure to outline any typefaces/fonts (create outlines).

Ads created in Microsoft Publisher, Power Point, Quark Express will not be accepted.

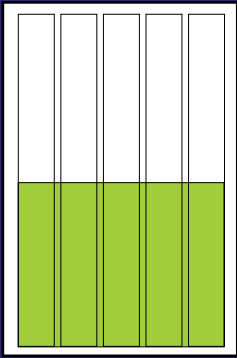
If an ad is created in Microsoft Word, it will only be used as a guideline to create the ad. A proof will be sent to you for approval. Ads may be e-mailed to: [prospectorads@utep.edu](mailto:prospectorads@utep.edu).

\*Maximum finished size of inserts is 8.5" x 11". | All rates are net. Inserts must be delivered to the printer five days before publication. The Prospector must receive one complete sample for review of acceptability two weeks prior to publication. | The advertiser agrees to pay, in addition to rates quoted above, all costs incurred due to special handling, return of any rejected or damaged inserts, etc. Folded inserts will be charged at the multiple page rate. | The Prospector reserves the right to reject any inserts with multiple advertisers. | Please contact your advertising representative for printer address and receiving schedule.

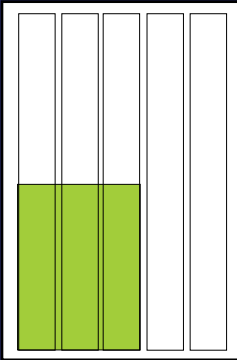
# deadlines & sizes



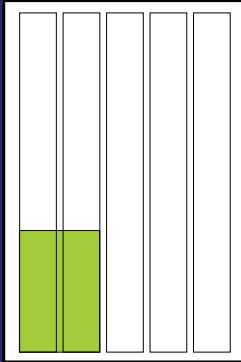
**WHOLE PAGE**  
5 COL. x 16 IN.



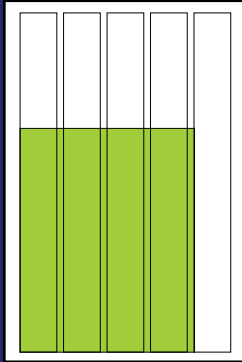
**HALF PAGE**  
5 COL. x 8 IN.



**QUARTER PAGE**  
3 COL. x 7 IN.

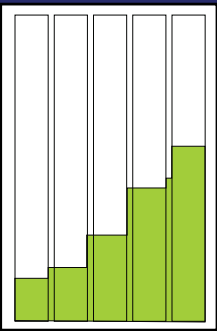


**EIGHTH PAGE**  
2 COL. x 5 IN.

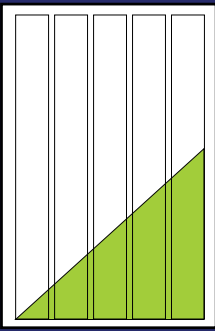


**4 COL. x 8 IN.**

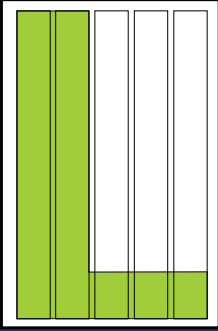
**custom ad sizes** contact your ad rep for pricing.



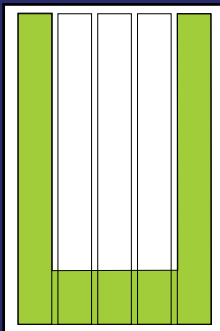
**SHAPE BASED**



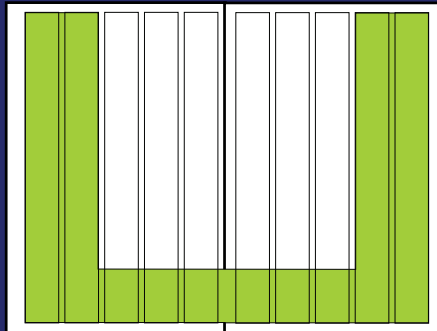
**TRIANGLE**



**L SHAPE**



**MINI GOAL POST**



**GOAL POST**

**tuesday**: reserve by Friday at noon. Send/approve art work by Monday at noon.

**thursday**: reserve by Tuesday at noon. Send/approve art work by Wednesday at noon.

columns	inches	picas
1	1.867"	11p2
2	3.9"	23p4
3	5.933"	35p6
4	7.967"	47p11
5	10"	60p0



# publication schedule

■ special issues

■ publication days

fall 2010

august

s	m	t	w	th	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

s	m	t	w	th	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

s	m	t	w	th	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						

november

s	m	t	w	th	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				

december

s	m	t	w	th	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	

spring 2011

january

s	m	t	w	th	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	
30	31					

february

s	m	t	w	th	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					

march

s	m	t	w	th	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		

april

s	m	t	w	th	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

s	m	t	w	th	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				

june

s	m	t	w	th	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

s	m	t	w	th	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						

summer I

summer II

## Fall 2010

Classes begin: **August 23**

First Home Game: **September 4**

Fall Career Expo: **September 23 & 24**

Homecoming 2010: **October 9**

Finals: **December 6 – 10**

Graduation: **December 11**

## Spring 2011

Classes Begin: **January 18**

Spring Break: **March 14-18**

Cesar Chavez Day: **March 31**

Earth Day/Spring Study Day: **April 22**

Dead Day: **May 6**

Finals: **May 9 – May 13**

Graduation: **May 14**

## fall 2010

### August 24 - Welcome Back Everyone!

As the summer sessions at UTEP end and the fall semester begins, everyone is excited about the start of a new school year. Students are thinking about having fun and where to spend some cash!

### August 31 – Miner Football Time

Support the Miners as they play their first game on home turf! Find out everything about our team and be ready to put your Picks Up! Get the inside look at this year's team. Everyone wants to be part of Miner Football.

### September 21 – Creating Your Career

A college student's main goal is to graduate and eventually find that perfect job and start a career! This is your opportunity to acquaint our readers with your company, advertise your presence at UTEP's Career Fair or make sure our students use your services or products to look their best for that all-important job interview!

### October 5 - Welcome Home Alumni

You've got a captive audience of loyal alums, who return to UTEP to celebrate homecoming, football and the UTEP Miners. All UTEP students, families and friends are eager to join the festivities. This is your chance to invite them to the best eateries, stores and shops while back home.

### November 2 – Swoop Up the

#### Basketball Business

It's hard to find a Miner who is not a basketball fan, and readers swoop up The Prospector's special "Basketball" issue to read about their favorite players and the specials you're offering at your business before, during and after the great Miner basketball games!

### November 16 - The Best of UTEP

Our "Best of UTEP" issue will feature the results of our readers' poll about their favorite things at UTEP and El Paso. Winners will be spotlighted, and businesses can highlight the reasons why they think they are the best.

### November 23 – Holiday Shopping Guide

As the holiday season approaches, between classes and studying, everyone on campus is out shopping. This is your chance to feature what you sell and bring eager shoppers to your business.

### November 26 – Happy Halloween

Don't be scared by a children's holiday. There are plenty of students, staff and faculty eager to spend their dollars on Halloween products and happenings.

### December 2 – Winter Break & Graduation

This very popular issue celebrates the coming school break and Winter Graduation. This issue, along with the Spring Graduation issue, is one the newspaper's most popular issue. Highlight your diploma-worthy advertisement in an issue filled with spirit, pride and excitement.

## spring 2011

### January 18 – Back to the Books

Well, it was fun while it lasted, but now it's time to hit the books and make the grade. Everyone will be reading The Prospector to find out what's happening this spring semester both on and off campus.

### February 8 – The Love Issue

Just in time for Valentine's Day—love, sex and relationships—this issue has it all! The Prospector explores students' concerns, experiences and questions about romance. Give our readers suggestions on what they should buy for their sweeties on this day for lovers.

### February 17 – All About Fashion

This issue will educate the campus community on what the latest trends in fashion will be for spring 2011. This issue will include articles about clothing and accessories, and the latest, greatest hair, skin and body essentials.

### March 8 – Viva Spring Break!

This lively issue has all the fun and frolic of spring break. It also shows a large and receptive audience that you've got the best spring break offers and entertainment experiences just waiting for them.

### April 5 – Body & Health:

#### Wellness Issue

This issue provides a special opportunity for yoga facilities, doctors, massage therapists, nutrition and health food businesses and gyms to direct our students, staff and faculty to a healthy lifestyle.

### April 12 – Arts & Entertainment

This issue tracks the cultural and social life of UTEP's campus community. It details the trends and the diversions of the student body and gives you the opportunity to advertise your contributions to the bustling El Paso art scene.

### April 19 – Earth Week Issue

As well as UTEP's traditional recycling efforts, this special issue explores the university's innovative ecological research that strives to preserve the planet's natural resources. Let our readers know about your business' efforts and commitment to saving our planet.

### May 5– A Salute to Our Graduates

This is the issue that all graduates, along with their family and friends, want to pick up to see their name in print. This issue never has any returns, and is your opportunity to highlight your diploma-worthy advertisement surrounded by all the graduation excitement.

## summer 2011

### New Students, New Opportunities

All summer long, UTEP welcomes new students, who are fresh to campus and ready to acclimate to college life. Take advantage of this opportunity to reach thousands of new students and their parents. Every new student receives this issue with their orientation materials.



## special issues

There are certain times and seasons when advertising with The Prospector promises to be even more profitable to advertisers! Whether it's in the Welcome Back issue, Basketball Salute issue or the always-popular Graduation issues, The Prospector can provide you with prime advertising space in one or several of its many special issues. Readership increases with these highlighted issues. The editorial staff specifically tailors its stories and features around the targeted special topics and this will dovetail our readers right into your advertising. As an added bonus, these special issues will also be available at various local businesses as well as all over campus. Don't miss out and reserve your spot today!





"What really decides consumers to buy or not to buy is the **content** of your advertising, not its **form**."

-David Ogilvy, "Confessions of an Advertising Man"

# classifieds

The Prospector offers a unique demographic to advertisers. UTEP faculty, staff and students turn to the classifieds for job opportunities, tutoring, apartments, cars and other merchandise. As an added bonus, our classified ads are uploaded to our online site [www.utepprospector.com](http://www.utepprospector.com).

We also offer advertisers an opportunity to sponsor our popular weekly crossword and Sudoku puzzles.

## Rates

Local ads (personal) – 40¢ per word

Local businesses – 45¢ per word

Bold or caps – 15¢ extra per word

*All classified ads need to be a minimum of 10 words and should be paid when submitted. Checks need to accompany ads ordered by mail. There are no refunds on paid classified ads.*

## Deadlines

Friday by noon for Tuesday's edition.

Tuesday by noon for Thursday's edition.

Classifieds will only be taken in person, by fax, mail or e-mail.

Please contact us for more information.

**phone:** 915.747.5161

**fax:** 915.747.8031

**email:** [prospectorclass@utep.edu](mailto:prospectorclass@utep.edu)

## YOUR SPONSORSHIP

2	1		4	3			7	
						8	5	
		4			7		1	3
					2		9	5
			8	1	9			
9	6		7					
8	9		5			7		
	2	1						
3				7	8		6	9

## The Prospector's Crossword and Sudoku Sponsorship

Your ad will sit atop The Prospector's crossword or Sudoku puzzles, a favorite with UTEP students. For only \$25 per issue, your business will get plenty of attention! Speak with your advertising representative to learn how you can be a sponsor.



# online advertising

With The Prospector online, your advertising is available to potential customers 24/7, and is just a click away from UTEP students, faculty and staff, along with their friends and family. The site is also popular with UTEP alumni and prospective students of the university.

This site experienced close to 150,000 page views during the fall and spring semesters with a high of 28,000 page views during the first month of the fall semester. Email alerts are sent out to subscribers with each new issue and for web-only breaking news.

## online advertising rates

size in pixels	location	weekly rate
<b>468x60 px</b>	<b>top of page</b>	<b>\$35</b>
<b>300x250 px</b>	<b>right column</b>	<b>\$25</b>
<b>160x600 px</b>	<b>bottom of page</b>	<b>\$20</b>

\*maximum of 5 advertisers can rotate through the site pages in each spot.

the prospector  
The University of Texas at El Paso | Friday, July 6, 2012

Log In | Register

Home | Environment | Sports | Perspectives | News | Entertainment | Miners Magazine | Download PDF

**YOUR AD 468 x 60 px**

**YOUR AD 300 x 250 px**

**YOUR AD 160 x 600 px**

Sizes shown on this template are for visual purposes only. Please refer to the measurements for exact sizes.

## online specifications

Please submit logos and artwork in a jpeg format.



# minero magazine

Minero Magazine, a bilingual, bicultural student-produced publication, is published once per fall and spring semester. With a 76-percent majority minority Hispanic population, a 10-percent Mexican international student population and our proximity to sister city Cd. Juárez, Mexico, the magazine's content and format reflects the unique flavor of the university and surrounding region.

The magazine is inserted into the current issue of The Prospector and distributed to all of the newspaper's delivery sites. Minero Magazine is also available on The Prospector's online site at [www.utepprospector.com/minero](http://www.utepprospector.com/minero). Each new issue is featured as an interactive publication with page turns. This provides an added bonus to advertisers—as your ad will be viewable for an entire semester.

## ad deadlines

### Fall

July 16, 2010

## publication dates

Sept. 9, 2010

### Spring

Dec. 3, 2010

Feb. 8, 2011

## advertising rates

### full-page ad

\$500 (7.75"x10")

### front or back inside cover

\$550 (7.75"x10")

### back outside cover

\$600 (7.75"x10")

### horizontal half-page ad

\$250 (7.75"x4.75")

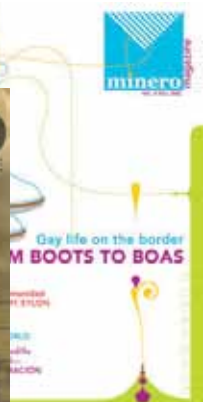
### vertical half-page ad

\$250 (4.75"x7.75")

full  
page

half page  
horizontal

half  
page  
vertical



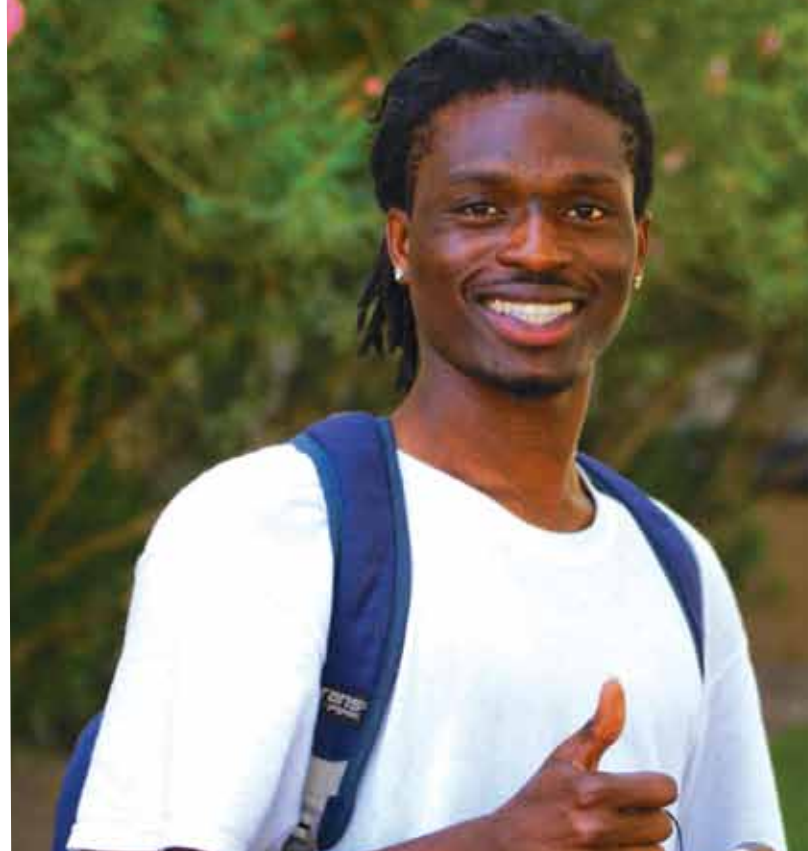


78%

of students use coupons or promo codes from their campus newspaper.

65%

of students interviewed answered that the campus newspapers' advertisers advertising content is relevant to them.





## Contract & Copy Regulations

Student Publications is the umbrella department for The Prospector, The Prospector Online, and Minero Magazine.

All advertising submitted is subject to approval and may be revised, rejected or cancelled at any time. All advertising must be paid for in advance unless the advertiser has established a positive payment history with the department.

Any advertising simulating editorial style will have the words "Paid Advertisement" added to the top. Placement or page position can be requested, but not guaranteed. All floating ads will be required to have a rule or border around their perimeter.

The department will not knowingly accept any advertisement that endangers national security, is libelous, promotes academic dishonesty, violates any federal, state or local laws, or encourages discrimination against any individual or group on basis of sex, age, creed, religion, national origin or disability, promotes the abuse of alcohol and gambling, is offensive or in poor taste, is fraudulent, deceptive or obscene. The department reserves the right to refuse any advertisement.

The advertiser, and if applicable, the advertising agency, assumes liability for all content (including text and illustration). The advertiser or agency also assumes responsibility for any claims made against the department arising from the publication of the advertisement. Submitting an advertisement insertion order signifies agreement of this policy. Advertising agencies assume responsibility for payment of all ads placed in The Prospector. The Prospector assumes no liability, if for any reason, it becomes necessary to omit any advertisement.

The advertiser is responsible for obtaining photo releases from people whose pictures appear in the advertisements.

Cancellations will not be accepted unless received prior to deadline.

If an ad fails to arrive, the department reserves the right to print the name of the business address and phone number of the advertiser and to bill the advertiser for the space contracted. If the terms of an advertising contract are not fulfilled by the expiration date, the department will either bill for the remaining inches guaranteed in the ad contract or bill the difference between the open rate and the contract rate for all the inches used. These publications will consider adjustment of payment for any ad involving typographical error or erroneous insertions. Credits are given for the first incorrect insertion only and are limited to the portion of the advertisement in error.

Credits shall not exceed the total cost of the advertisement in error.

Certain copyrighted materials may not be used in the advertisements. Trademarks owned by UTEP include: the UTEP logo, Paydirt Pete, the official university seal and designs or photographs of UTEP Miners. If you have any questions regarding this material, please check with our office. Research, term papers, bibliographies and related service-type ads are not accepted for publication.

## Credit And Billing Policies

- Student Publications accepts money orders, checks, Visa,

MasterCard and American Express.

- When paying with a credit card, include name of cardholder (as it appears on the card), card number, date of expiration and security code.
- All clients must sign an insertion order for acceptability of any ad placement.
- All returned checks will be charged a \$25 fee by the UTEP Business Office. This fee is subject to change without notice.
- A business must have been in operation for more than one year before it is eligible for billing privileges. A business with less than one year of establishment must prepay for at least six months. New advertisers must also prepay half of the invoice total to establish billing privileges. In addition, Student Publications reserves the right to require an advertiser to prepay at any time.
- Accounts with outstanding balances will be billed every 30 days. A 1.5 percent late charge per month (18% APR) will be assessed for bills not paid within 30 days. The minimum monthly finance charge is \$3. Account balances older than 60 days will not have continuous placement in the newspaper or magazine, and the balance must be paid before further advertising is accepted for publication.
- Any account in default may be turned over to a collection agency. If collection services are needed due to non-payment, agency fees will be added to the advertiser's final bill. The advertiser is liable for any and all costs incurred because of collection and legal action.
- Political ads MUST PREPAY.
- All display advertising rates are non-commissionable. All rates are net to newspaper.
- Political and transient advertisers must pay by certified check or money order in advance. All political and cause advertisements must carry the information required by law. (eg. Paid Political Committee for Jane Doe, Treasurer).
- In addition to general advertising policies, classified advertising is also subject to the following: no refunds on classifieds ads, the advertiser allows The Prospector to make his/her name available upon request as purchaser of said advertisement.
- The department is not responsible for more than one incorrect insertion of any ad, if the fault of The Prospector (the department must be notified before the second appearance of the ad).
- Student Publications reserves the right to sell special promotional packages that carry special rates.

# contract and copy regulations



