

# THE DAILY TOREADOR



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2010-2011  
**Advertising Rates and Information**

# DISPLAY RATES per column inch

Local Rate **\$13.30**

Rate applies to all advertisers with a business located in Texas.

Local Camera Ready Rate **\$12.80**

Rate applies to local advertisers who place camera-ready ads.

Repeat Rate Discount **\$10.10**

Rate applies to advertisers using the local rates. For each ad placed at the local rate, a repeat of that ad (no changes) can be placed during that same calendar week using the repeat rate. Minimum size is 7 inches.

First-Time Buyer Discount **\$10.10**

Rate applies to local advertisers scheduling ads for the first time with *The DT*. The discount is available to new local advertisers who place an ad 7 inches or larger at least 6 times in a three- week period. Cannot be used with other discounts.

Campus Rate **\$12.30**

Rate applies to university departments, recognized student organizations, fraternities and sororities and candidates running for SGA offices. Prepayment is required for advertisers without Tech account numbers.

National Rate **\$17.30**

Rate applies to all national or out-of-state advertisers and is payable in advance by cash, cashier's check or recognized company check. Additional discounts not allowed.

Card Rate **\$190.00**  
per column inch

Card ads run for 20 consecutive insertions. Copy may change once every five issues. Minimum size is 1 column inch. For those accounts not having established credit, payment in full must be received prior to first insertion. (\$9.50 pci)

## Local Annual Contracts

*Rates shown are per column inch and are based on a 12-month commitment for local advertisers only. National advertisers may contact our office for contract information.*

250 column inches.....	<b>\$11.50</b>
500 column inches.....	<b>\$11.00</b>
750 column inches.....	<b>\$10.50</b>
1000 column inches.....	<b>\$10.00</b>

## Insert Rates

Pre-printed inserts only. *The DT* Advertising Manager must receive one sample copy in advance for review at least one week in advance. Minimum inserts in single run is 12,000.

Maximum finished size is 10.5" x11.5"; minimum size is 6" x 8"; minimum thickness is .007" per page. Inserts must be shipped (on skids or in boxes) to The Daily Toreador's printing plant.

Contact Advertising Office for scheduling and shipping instructions. Inserts are scheduled on a first-come basis.

1-2 Pages .....	<b>\$80 per M</b>
4-8 Pages .....	<b>\$90 per M</b>
10-+ Pages .....	<b>\$100 per M</b>
Multiple advertisers.....	<b>\$150 per M</b>

Complete shipment must arrive at printer no later than 5 days before distribution date.

*Do not ship inserts to arrive on Monday; printer is closed.*

Ship inserts to:

**Brazos Offset Printing**

**c/o Terry Reeves -(806) 828-5681**

**9th & Industrial Drive, Slaton, TX 79364**

# ADVERTISING SPECIFICATIONS

## Special Features

### Fall Semester

Aug. 26 .....	Back-to-School
Sept. 16 .....	Big 12 Football
Sept. 17 .....	Texas Weekend
Oct. 4 .....	Fall Preview
Oct. 15 .....	Family Weekend
Nov. 5 .....	Homecoming Weekend
Dec. 10 .....	Finals Frenzy

### Spring Semester

Jan. 12 .....	Spring Back-to-School
Jan. 14 .....	Big 12 Basketball
Feb. 28 .....	Housing Guide
April 8 .....	Raider Life (Orientation Issue) Deadline
April 29 .....	Reader's Choice Awards
May 5 .....	Finals Frenzy

## Mechanical Specs

*The Daily Toreador* is an offset broadsheet publication printed with an 85-line screen. There are 6 columns per page at an 11.5-inch page width. Each column is 1.812 inches wide with 0.125 of an inch between columns. The full page depth is 21 inches.

A full broadsheet page measures 6 columns x 21 inches for a total of 126 columns inches.

A double truck measures 13 columns wide (24.125 inches) x 21 inches deep for a total of 273 column inches.

A half-page ad measures 63 column inches and may be designed as follows:

- 3 columns x 21 inches deep
- 6 columns x 10-1/2 inches deep
- 4 columns x 15-1/2 inches deep

1 column .....	1.812 inches
2 columns .....	3.75 inches
3 columns .....	5.75 inches
4 columns .....	7.667 inches
5 columns .....	9.675 inches
6 columns .....	11.50 inches

## Color Charges

Black plus 1 color .....	\$160
Black plus 2 colors .....	\$290
Process color .....	\$540

Regular deadlines apply. Press configuration can limit the location of color ads in an issue. If you are interested in running a specific color please call for availability. Discounts do not apply to color.

## Display Deadlines

### For ads to appear on:

Monday .....	3 p.m. previous Wednesday
Tuesday .....	3 p.m. previous Thursday
Wednesday .....	3 p.m. previous Friday
Thursday .....	3 p.m. previous Monday
Friday .....	3 p.m. previous Tuesday

## Circulation

12,000 copies are printed Monday through Friday in fall and spring semesters; 5,500 in summer. *The DT* is distributed free on the Tech campus to a community of more than 35,000 readers.

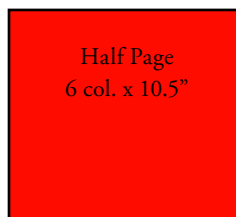
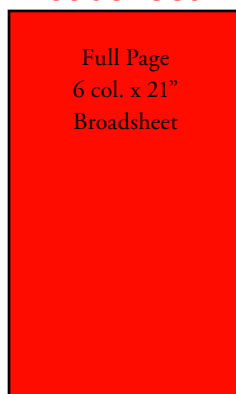
Subscriptions to *The DT* are payable in advance: 12 months, **\$150**; 6 months, **\$75**. Individual copies are **\$1** each.

## Late Ads

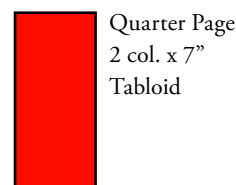
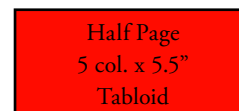
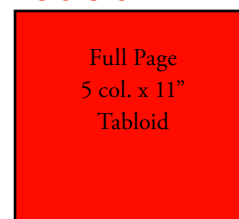
It is not necessary to "reserve space" prior to submitting an ad; both the ad order and ad copy are due by deadline. Should ad copy not be received by deadline, the ad will be subject to cancellation from the edition. Advertising cancelled after deadline is subject to full charge.

Occasionally, ads can be accepted after deadline. If a late ad order is accepted, there will be a late charge of an additional 20% of the ad's space cost.

### Broadsheet



### Tabloid



# FRONT PAGE ADVERTISING



Front Page Ad:  
6 COL X 1.5"

1 Day **\$750**

INCLUDES COLOR

National  
Rate/day **\$1000**

INCLUDES COLOR

Semester  
Contract **\$28,000**

INCLUDES COLOR

## CLASSIFIEDS

### Classified Word Rates, 15 words or less

1 Day .....	\$5.00
2 Days .....	\$7.00
3 Days .....	\$8.00
4 Days .....	\$9.00
5 Days .....	\$10.00

### Summer Classified Rates

\$5.00 per day for 15 words or less.

Additional words 20¢ per word per day.

### Classified Types

**BOLD HEADLINE** 75¢ extra per day

FIRST TWO words in each ad set in all caps.

Classified ads set in 6 pt. type average 8 words per line.

### 12 pt. Helvetica Narrow Caps

HOUSE FOR RENT

20 characters per line

### Semester Rates

#### Semester Word Rates, 15 words or less

Fall semester rates: 71 issues without changes **\$130**;  
with bold headline **\$150**.

Spring semester rate: 75 issues without changes  
**\$130**; with bold headline **\$150**.

### Classified Display Rates

#### Classified display, per column inch

Local Open Rate.....	\$13.30
Local Camera Ready.....	\$12.80
Campus Rate .....	\$12.30
National Rate .....	\$17.30

Minimum ad size is 1 column wide by 1 inch deep. Display advertising policies apply.

### Deadlines & Terms

**Classified word ads:** 11 a.m. one day in advance.

**Classified display ads:** 4 p.m. 3 days in advance.

**Direct Classified Ad Placement:** Place your ad directly online by visiting our Web site [www.dailytoreador.com](http://www.dailytoreador.com). Receive an e-mail asking if you would like to renew your ad so you don't miss a single issue of *The Daily Toreador*. Visa, MasterCard, American Express and Discover accepted.

#### Terms

All advertising is cash in advance unless credit has been established.

Visa, MasterCard and Discover accepted. No refunds.

# SUMMER, STICKY NOTES

## Summer

Black & Red is *The Daily Toreador's* summer publication. Prints twice a week on Tuesdays and Fridays. The summer paper is filled primarily with news and entertainment. The campus is filled with Red Raider Orientation, many youth camps and more than 10,000 students attending classes.

### Frequency Discount Rates

Five issues, at a reduced rate of **\$12.10** per inch

Nine issues, at a reduced rate of **\$11.10** per inch

Fourteen issues, at a reduced rate of **\$10.10** per inch

Eighteen issues, (both summer semesters) at a reduced rate of **\$9.10** per inch



## Sticky Notes

**\$1500** per sticker

Specifications: 2.875" x 2.875". The notes will be printed on semi-gloss paper with a UV varnish overprint and placed above the fold on the front page of every paper. The adhesive is ultra removable and designed specifically not to affect the front page of the newspaper.

Colors used in artwork should be CMYK. Also, be sure all graphics and photos are CMYK (unless they are to be printed in black and white, then make sure they are grayscale).

All printing of Newspaper Notes must go through *The Daily Toreador* advertising department. All rates are non-commissionable. *The DT* Advertising Manager must receive 15 days advance notice for all artwork. Minimum notes in single run is 12,000.

Attention students, faculty, and staff



TEXAS TECH UNIVERSITY  
**CONVOCATION**

Tonight, 5 p.m.

United Spirit Arena

*Attendance is encouraged*

The advertisement for Taco Villa features a large, appetizing image of a taco filled with meat, cheese, and tomatoes. The text 'TRY ONE FREE TACORITO' is prominently displayed at the top in a bold, stylized font. Below the taco image, the text 'CLOSE TO TECH CAMPUS' is followed by the address '2243 19th St. &amp; 5402 4th St.'. At the bottom, it says '7 CONVENIENT LOCATIONS IN LUBBOCK!' and 'No purchase necessary. Coupon expires 10/7/09. Cash value 1/20 of a cent. Limit 1 per person per visit.' The Taco Villa logo is in the bottom right corner.

# ADVERTISING RATE CHART

Ad Size	Local Rate	Local Camera Ready Rate	Repeat Rate	Campus Rate	National Rate
	13.30	12.80	10.10	12.30	17.30
1"	13.30	12.80		12.30	17.30
2"	26.60	25.60		24.60	34.60
3"	39.90	38.40		36.90	51.90
4"	53.20	51.20		49.20	69.20
5"	66.50	64.00		61.50	86.50
6"	79.80	76.80		73.80	103.80
7"	93.10	89.60	70.70	86.10	121.10
8"	106.40	102.40	80.80	98.40	138.40
9"	119.70	115.20	90.90	110.70	155.70
10"	133.30	128.00	101.00	123.00	173.00
11"	146.30	140.80	111.10	135.30	190.30
12"	159.60	153.60	121.20	147.60	207.60
13"	172.90	166.40	131.30	159.90	224.90
14"	186.20	179.20	141.40	172.20	242.20
15"	199.50	192.00	151.50	184.50	259.50
16"	212.80	204.80	161.60	196.80	276.80
17"	226.10	217.60	171.70	209.10	294.10
18"	239.40	230.40	181.80	221.40	311.40
19"	252.70	243.20	191.90	233.70	328.70
20"	266.00	256.00	202.00	246.00	346.00
21"	279.30	268.80	212.10	258.30	363.30
22"	292.60	281.60	222.20	270.60	380.60
23"	305.90	294.40	232.30	282.90	397.90
24"	319.20	307.20	242.40	295.20	415.20
25"	332.50	320.00	252.50	307.50	432.50
26"	345.80	332.80	262.60	319.80	449.80
27"	359.10	345.60	272.70	332.10	467.10
28"	372.40	358.40	282.80	344.40	484.40
29"	385.70	371.20	292.90	356.70	501.70
30"	399.00	384.00	303.00	369.00	519.00
31"	412.30	396.80	313.10	381.30	536.30
¼ 31.5"	418.95	403.20	318.150	387.45	544.95
32"	425.60	409.60	323.20	393.60	553.60
33"	438.90	422.40	333.30	405.90	570.90
34"	452.20	435.20	343.40	418.20	588.20
35"	465.50	448.00	353.50	430.50	605.50
36"	478.80	460.80	363.60	442.80	622.80
38"	505.40	486.40	383.80	467.40	657.40
39"	518.70	499.20	393.90	479.70	674.70
40"	532.00	512.00	404.00	492.00	692.00
42"	558.60	537.60	424.20	516.60	726.60
44"	585.20	563.20	444.40	541.20	761.20
46"	611.80	588.80	464.60	565.80	795.80
48"	638.40	614.40	484.80	590.40	830.40
50"	665.00	640.00	505.00	615.00	865.00
55"	731.50	704.00	555.50	676.50	951.50
½ 63"	837.90	806.40	636.30	774.90	1089.90
65"	864.50	832.00	656.50	799.50	1124.50
70"	931.00	896.00	707.00	861.00	1211.00
75"	997.50	960.00	757.50	922.50	1297.50
80"	1064.00	1024.00	808.00	984.00	1384.00
84"	1117.20	1075.20	848.40	1033.20	1453.20
96"	1276.80	1228.80	969.60	1180.80	1660.80
Full 126"	1675.80	1612.80	1272.60	1549.80	2179.80

# 2010-2011 PUBLICATION SCHEDULE

## August

M	T	W	Th	F
			26	27
30	31			

## September

M	T	W	Th	F
		1	2	3
	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

## October

M	T	W	Th	F
				1
4	5	6	7	8
		13	14	15
18	19	20	21	22
25	26	27	28	29

## November

M	T	W	Th	F
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23			
29	30			

## December

M	T	W	Th	F
		1	2	3
6	7	8		10

## January

M	T	W	Th	F
		12	13	14
	18	19	20	21
24	25	26	27	28
31				

## February

M	T	W	Th	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28				

## March

M	T	W	Th	F
	1	2	3	4
7	8	9	10	11
21	22	23	24	25
28	29	30	31	

## April

M	T	W	Th	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
	26	27	28	29

## May

M	T	W	Th	F
2	3		5	

## June

M	T	W	Th	F
		1		3
	7			10
	14			17
	21			24
	27			

## July/August

M	T	W	Th	F
		6		8
	12			15
	19			22
	26			29
	2			

*Circled: Special Editions*



# dailytoreador.com

**Leaderboard**  
728 x 90

**Weather Sponsor**  
300 x 250

Online ads can be animated, but cannot contain sound. Ads can be accepted on disk or can be e-mailed to dawn.zuerker@ttu.edu. Please include the URL of the page you want linked to your ad.

## Deadline

Two business days prior to start date.

**Vertical Banner**  
120 x 90

**Bottom Leaderboard**  
728 x 90

The screenshot shows the homepage of the Daily Toreador website. At the top, there is a banner for Mike Ross, a Congressman, with the text 'COMMON SENSE ARKANSAS VALUES' and a link to learn more. Below this is the website's masthead with the title 'THE DAILY TOREADOR' and a navigation menu including Home, News and Business, Obituaries, Community, Education, Sports, Entertainment, Photographs/Videos, Archives, and Marketplace. The main content area features a 'Top Story' about a 'Dangerous situation' existing with excessive heat today, accompanied by a photo of a lake and a 'Weather Alert' box. Below the top story is a 'Featured Stories' section with two columns of article thumbnails. To the right of the main content is a 'Weather Sponsor' section titled 'At Your Service Environmental Solutions' with a list of services and contact information. Below the weather section is a 'Current Conditions' box showing a temperature of 100°F and a 'Your Extended Forecast' table. Further down, there are more article thumbnails, including one about a 'Quarterback battle' and another about 'Lott: Tolerance is the twin of indifference'. A 'First Summer Science Camp' article is also visible. At the bottom of the page, there is a 'Videos and Slideshows' section with five video thumbnails, a 'Farmers Bank & Trust' advertisement, and a 'magnolia reporter' logo.

## ONLINE RATES

Leaderboard (728 x 90 pixels).....	\$425 / month
Weather Sponsor (300 x 250 pixels) ..	\$350 / month
Rectangle Right 2 (300 x 250 pixels)..	\$250 / month
In-story (300 x 250 pixels) .....	\$225 / month
Vertical Banner 1 (120 x 90 pixels).....	\$175 / month
Vertical Banner 2 (120 x 90 pixels).....	\$175 / month
Bottom Leaderboard (728 x 90).....	\$135 / month
Page Peel.....	\$425 / month

## Text Links

\$150 / month
\$750 / 6 months
\$1200 / year

Up to three advertisers can rotate throughout the site pages in each spot.

Contact your ad rep today at 806.742.3384



# DT RAIDER ramPAGE

Support Coach Tuberville in his inaugural season as the Red Raider football coach.

Show your support by posting your ad on the back of The DT's doubletruck message printed each home game and at Tech's game against Baylor in Dallas. A different message will be featured each time, and the pull-out page will be inserted in The DT and distributed on game day, giving your business great coverage.



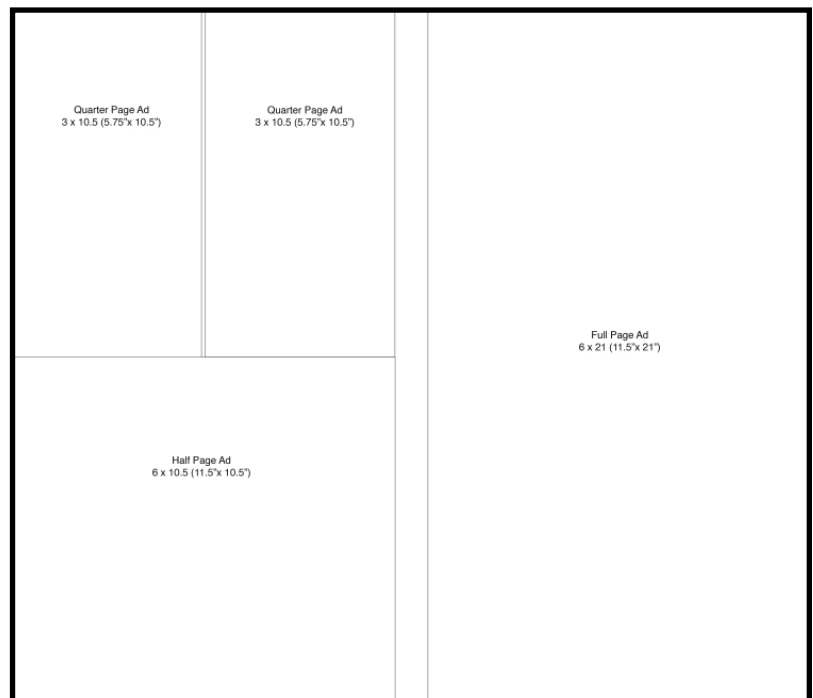
Double truck example

## Game Day RATES

1x buy .....	\$13.30 pci
2x buy .....	\$12.00 pci
3x buy .....	\$11.30 pci
4x buy .....	\$10.50 pci
5x buy .....	\$10.00 pci
All games including Baylor .....	\$9.50 pci

## Games

Sept. 5 .....	Tech vs. SMU
Sept. 18 .....	Tech vs. Texas
Oct. 9 .....	Tech vs. Baylor
Oct. 16 ....	Family weekend . Tech vs. Okla St.
Oct. 6 .....	Homecoming .... Tech vs. Missouri
Oct. 20 .....	Tech vs. Weber State
Oct. 27 .....	Tech vs. Houston



Example sizing on opposite side of support message

# ADVERTISING POLICIES

## ROP Specs

- » Minimum ad size is 1 column x 1 inch. Ads are sold in one-half inch increments.
- » Ads must be as many inches deep as they are column wide. Ads more than 19 inches in depth are charged the full depth of 21 inches in the broadsheet format.
- » Broadsheet page measures 6 columns by 21 inches; printed in fall, spring semesters.
- » Tabloid page measures 5 columns by 11.5 inches; printed in the summer and certain special sections.

## Credit & Billing

- » All display advertising rates are non-commissionable.
- » All advertising is cash in advance unless credit has been established with Student Media and the advertiser's account is current.
- » Accounts are net and payable on the 10th of the month in which billing is rendered.
- » Political and transient advertisers must pay by cash, certified check or money order in advance. All political and cause advertisements must carry the information required by law (e.g., Paid Political Committee for John Doe, Treasurer).
- » MasterCard, Visa, American Express and Discover are acceptable methods of payment.
- » All entertainment advertising is cash in advance.
- » All classified advertising is cash in advance unless credit has been established.
- » *The DT* reserves the right to require prepayment in advance or to cancel credit privileges at any time.

## Agency commission

- » All rates are net to newspaper. Ad placed through agencies are cash in advance or billed to the advertiser responsible for payment upon approved credit.

## Advertising Policy

- » All advertising is subject to review by the Student Advertising Manager with advice from the Advertising Manager. Should it be necessary, a student review will determine if the advertisement meets the standards of acceptability for *The Daily Toreador*.
- » *The Daily Toreador* will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any city, county, state or federal laws, or that is potentially libelous against a person based on race, age, color, creed, religion, nationality, disability, gender or sexual orientation.
- » *The Daily Toreador* reserves the right to refuse any advertising that does not conform to the published advertising policy (available upon request).
- » *The Daily Toreador* only will place ads that 1.) promote and sell merchandise based on its value; 2.) refrain from reflecting unfairly or making direct reference about competitors, their products, services or methods of doing business; 3.) do not mock or are not derogatory toward competitors or other *DT* advertisers.
- » Liability for any errors is limited to the cost of the first insertion of incorrect copy. Requests for adjustment must be made within 30 days of publication. Should an ad not be published as ordered, *The Daily Toreador* cannot be responsible for any losses or damages caused as a result. All make good ads are subject to the advertising managers approval.

- » *The Daily Toreador* will honor all requests whenever possible; however, position cannot be sold or guaranteed.
- » Proofs will be provided, on advertiser's requests, for any ad submitted.
- » Cancellation of advertising space is accepted until the deadline for space reservation. No exceptions.
- » Advertising having the appearance of news must be clearly marked "Paid Advertising" at the top of the ad within its border.
- » The advertiser agrees to accept sole responsibility for the content of an ad and hold harmless Texas Tech University, its Board of Trustees and its officers, agents and employees, *The Daily Toreador*, Student Media, from and against any and all loss, cost and expense, including reasonable attorney fees, resulting from the publication by *The Daily Toreador* of the advertiser's advertisement.

## File Submission Basic Information

- » Electronically-submitted ads are preferred. Ads may be e-mailed or supplied on CD-ROM.
- » PDF is our preferred format for receiving files. When creating a PDF file, all fonts must be embedded, including basic fonts such as Helvetica and Times. *The DT* reserves the right to substitute similar fonts if a font is corrupted.
- » Send your ad via e-mail to dawn.zuerker@ttu.edu. Please include your name, address, phone number, what you're submitting, the ad size and the run dates. All fonts and images either need to be embedded or sent as a separate attachment. *The DT* advertising department prefers camera-ready ads be formatted as a PDF, EPS and TIF.
- \* *The DT* is not responsible for the reproduction quality of camera-ready electronic ads.
- » Unacceptable files are Word, PowerPoint, QuarkXPress, Publisher or any Corel software programs. If you create content in these programs, you should convert your file to a PDF. Files formats such as GIF, JPEG and PNG generally will not reproduce well in print and should not be submitted.

## Images:

- » Resolution: 170 dpi; Line screen: 85 lpi
- » CMYK or spot color: If your ad is running color. If not, please grayscale your images. Use these specs if you are sending a file in .EPS or .TIF format or have images within an ad. Please contact your sales representative if you wish to use a specific spot color.
- » *The DT* reserves the right to reset or resize ads submitted with the incorrect dimensions. This may result in changes from the original layout. *The DT* is not responsible for the reproduction quality of camera-ready electronic ads.