

Kaleidoscope

Student newspaper of The University of Alabama at Birmingham

Light
a fire!

Ad Rates 2010-11

Reach out, light a fire!

And make a potentially profitable connection... So, say hello to over 16,000 of your new best friends.

Thousands of students transform UAB into a thriving community in the heart of Birmingham and only the Kaleidoscope and UAB's student media can help you introduce yourself and your business -- products or services -- to this market.

Many of our students are newcomers and could become your customers while they are students on campus. Imagine that, new customers for the next FOUR years.

How?

Become a part of UAB's largest outreach in 2009-2010 to new, transfer and returning students by advertising in The Kaleidoscope and online site at InsideUAB.com

Student media can provide you this special connection... not only in the award-winning Kaleidoscope newspaper, but also on our multiple web sites -- InsideUAB.com and UABkscope.com, both irresistible destinations for connected students wanting to discover all things UAB. It's a One-Two advertising punch that packs a wallop at an affordable price.

Please remember that getting your message delivered to students, through media they trust and use, provides a unique opportunity to link up with students who will be establishing business relationships with the local community -- relationships that in many cases span four years or more.

This is the perfect time to promote your business, recruit new customers, and make some new friends.

It's affordable, accessible, and easy. Ask us how to help you grow your business.

Local Ad Rates

ROP Display Advertising \$8

Per Column Inch. All ads are placed in the newspaper on an ROP (run of paper) basis. Four column inches minimum for local display ads, otherwise Classified Display rates apply (\$12 per column inch).

Campus/Non-Profit Rates

ROP Ad Rate DISCOUNT..... 12.5%

This discount rate is ONLY for University Groups, Student Groups, and Non-Profit Organizations. The Campus/Non Profit Rate CANNOT be used in combination with prepayment or special offers.

Discounts

PRE-PAY FOR YOUR AD AND SAVE!

Pre-payment discount 10%

The prepayment discount is provided for ads sold at the ROP, Pick-Up and Basic Insert rates and may not be used in combination with other offers and discounts (unless so specified). Volume full-color printing discounts are calculated separately.

Bulk Discounts

Bulk discounts apply ONLY to local and national accounts, and only to ROP (run of paper) ads and not to ad specials.

Inches Per Year..... Discount

| | |
|----------------|-----|
| 250-499..... | 5% |
| 500-799..... | 10% |
| 800-1299..... | 15% |
| 1300-1999..... | 20% |
| 2000+..... | 25% |

Contract "Bonus" Web Ads... No Charge!

Contract for 500-999 inches of ad space and get a Button Ad online for an ENTIRE SEMESTER without charge. Sweeten the deal -- contract for 1,000 or more inches and get a Marquee Ad for an ENTIRE YEAR!

Local Color Rates

Spot color. \$125

Spot Color is limited to generic red, blue, yellow provided by the printer.

Custom color \$375

Non-standard or custom spot colors are billed at 4-color process rate

Full-color (4-color process) \$375

See additional information on color under the "Special Conditions" section.

Local Inserts

Per Thousand Pieces. Customer provides pre-printed inserts delivered to the newspaper printer. Minimum number of inserts is 5,000. Two weeks notice/approval required for inserts.

| | |
|--------------------------|-------|
| Inserts 2-4 pages..... | \$75 |
| Inserts 6-8 pages..... | \$100 |
| Inserts 10-12 pages..... | \$125 |

205.934.8052

ads@InsideUAB.com

Local Classified Ad Rates

Classified Display \$12

Per Column Inch for preferred display advertising on the Classified Page.

Classified Line Ads \$12

UABads.com

Rate per line ads of 200 characters per insertion. Advertising available ONLY online at our web site **UABads.com** Customers can compose, proof their ad and pay by credit card. All ads will appear in print AND online at two sites.

Online Ads on Multiple Sites @

InsideUAB.com AND UABkscope.com

Leader Board Ads \$150/month

728x90 pixels in rotation at the TOP of ALL Web pages. Price includes a link to your web site.

Marquee Web Ads \$100/month

300x250 pixels in rotation on ALL web pages. Price includes a link to your web site.

Button Web Ads \$50/month

120x90 pixels in rotation on ALL web pages. Price includes a link to your web site.

Web Set-Up \$25/one-time charge

National Ad Rates

National Display \$12.00

Per Column Inch (net).

National Inserts \$90.00

Rate per 1,000 pieces. Price is for 2-4 page inserts. Call for quotes on inserts over 4 pages.

National Color Rates

National Spot Color \$125.00

Spot color limited to generic red, blue and yellow provided by the printer.

Full/Custom color \$375.00

Four-color process (and non-standard or custom spot colors) are billed at full color process rate.



Trust me, I know how to fire up things! After all, I'm a dragon

SUMMER 2010

05/25/10 • 06/03/10 (Orientation Edition) • 06/15/10 • 06/29/10 • 07/13/10 • 07/27/10

Fall Semester '10

| AUGUST | | | | | | | SEPTEMBER | | | | | | | OCTOBER/NOVEMBER | | | | | | | NOVEMBER/DECEMBER | | | | | | |
|--------|----|----|----|----|----|----|-----------|----|----|----|----|----|----|------------------|----|--------|----|----|----|----|-------------------|----|--------|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 28 | 29 | 30 | 1 | 2 | 3 | 4 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 | 26 | 27 | 28 | 29 | 30 | 1 | 2 | 31 | 1 | Nov. 2 | 3 | 4 | 5 | 6 | 5 | 6 | Dec. 7 | 8 | 9 | 10 | 11 |

Spring Semester '11

| JANUARY | | | | | | | FEBRUARY | | | | | | | MARCH | | | | | | | APRIL | | | | | | |
|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|-------|--------------|----|----|----|----|----|-------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 27 | 28 | 1 | 2 | 3 | 4 | 5 | 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 13 | SPRING BREAK | | | | 19 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 27 | 28 | 1 | 2 | 3 | 4 | 5 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |

DEADLINES

Kaleidoscope Space Reservation:

Five business days prior to intended run date

Kaleidoscope Copy Deadline:

Four business days prior to intended run date

Payment Methods Accepted

Money Order
Check



Two sites reach over 16,000 unique visitors per month around Birmingham (and the world) with the liveliest collegiate sites in Magic City.

- Three out of four web site visitors are located in Birmingham
- More than half of total visitors access our site directly or have us bookmarked!



InsideUAB.com & UABkscope.com

Leader Board Ads \$150/month
728x90 pixels in rotation at the TOP of ALL Web pages. Price includes a link to your web site.

Marquee Web Ads \$100/month
300x250 pixels in rotation on ALL web pages. Price includes a link to your web site.

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Web Set-Up Charges \$25/one-time charge

UAB

at a glance

Enrollment

Total 16,246
Graduate 5,450
Females 9,766
Males 6,480
Out-of-state 1,392
Minority 31 percent

UAB Information

Faculty 2,049
Staff 3,360
Health System 12,000+
Type Senior
Affiliation Public
Campus Residential
Cost...\$11,443 to \$17,607/year
Metro population... 1.1 million

Specifications

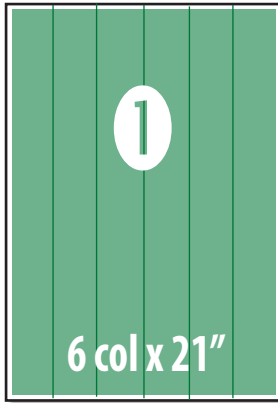
6-col broadsheet .. 9.88" width
Column 9 picas wide (1.5")
Height 21 inches
Ad Space 21 inches
Margin/Gutter1 pica
Frequency weekly
Days Tuesday
Process Offset
Second color yes
Four color yes

Personnel

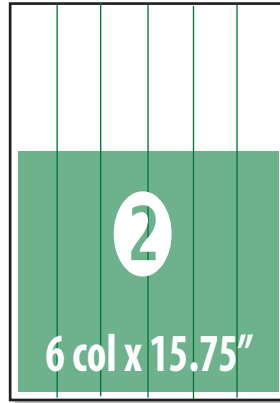
Alex Headley... Student Editor in Chief

Bill Neville..... Production Manager

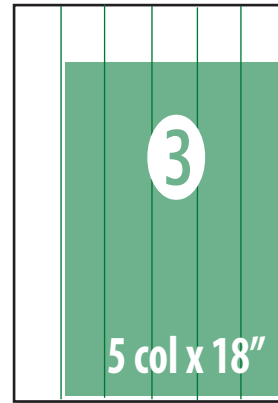
Amy Kilpatrick . Student Media Director



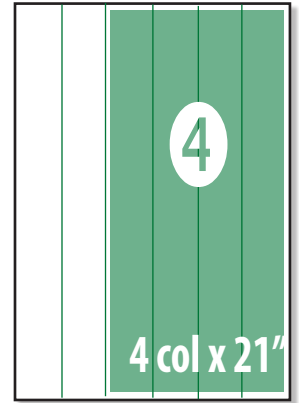
Full Page
6x21 (9.8" x 21")
126 Column Inches



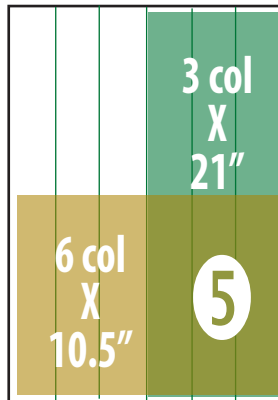
3/4 Page
6x15.75 (9.8" x 15.75")
94.5 Column Inches



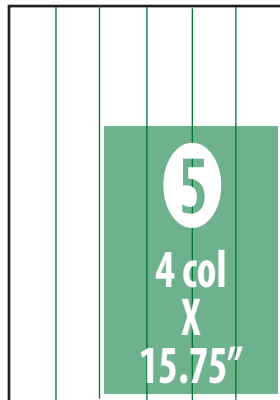
"Short" Page
5x18 (8.2" x 21")
90 Column Inches



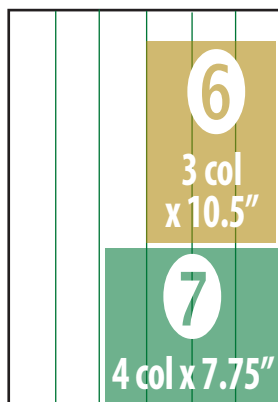
Two Thirds Page
4x21 (4.8" x 21")
84 Column Inches



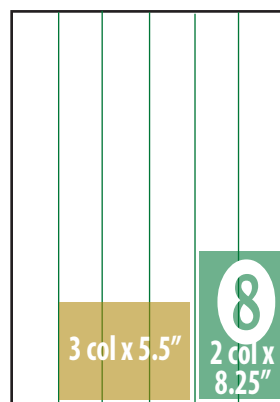
Half Page
3x21 (4.8" x 21")
6x10.5 (9.8" x 10.5")
63 Column Inches



Half Page
4x15.75 (6.5" x 15.75")
63 Column Inches



Quarter Page
3x10.5 (4.8" x 10.5")
4x7.75 (6.5" x 7.75")
31.5 Column Inches



Eighth Page
3x5.5 (4.8" x 5.5")
2x7.5 (3.18" x 8.25")
16.5 Column Inches

Local Rates...

| Ad Size | One-Time | With Cash Discount |
|--------------------------|------------|--------------------|
| 1 Full Page | \$1,008.00 | \$907.20 |
| 2 Three-Fourths Page | \$756.00 | \$680.40 |
| 3 "Short" Page | \$720.00 | \$648.00 |
| 4 Two Thirds Page | \$672.00 | \$604.80 |
| 5 Half Page Horizontal | \$504.00 | \$453.60 |
| 5 Half Page Vertical | \$504.00 | \$453.60 |
| 5 Half Page Rectangle | \$504.00 | \$453.60 |
| 6 Quarter Page Vertical | \$252.00 | \$226.80 |
| 7 Quarter Page Square | \$248.00 | \$223.20 |
| 8 Eighth Page Vertical | \$132.00 | \$118.80 |
| 8 Eighth Page Horizontal | \$132.00 | \$118.80 |

These are popular ad sizes, though any size is generally available.