

Connecting UP students to you



THE BEACON

University of Portland
Portland, Oregon

2010- 2011 Publication Dates

Fall Semester

Spring Semester

Ad Submission Deadline

August 30
Sept. 6
Sept. 13
Sept. 20
Sept. 27
Oct. 4
Oct. 11
Oct. 25
Nov. 1
Nov. 8
Nov. 15
Nov. 29

Publication Date

Sept. 2
Sept. 9
Sept. 16
Sept. 23
Sept. 30
Oct. 7
Oct. 14
Oct. 28
Nov. 4
Nov. 11
Nov. 18
Dec. 2

Ad Submission Deadline

Jan. 24
Jan. 31
Feb. 7
Feb. 14
Feb. 21
Feb. 28
March 7
March 21
March 28
April 4
April 11
April 18

Publication Date

Jan. 27
Feb 3
Feb. 10
Feb. 17
Feb. 24
March 3
March 10
March 24
March 31
April 7
April 14
April 21

Open Rate:

Local Rate (billing address must be in Portland Metro area): **\$5.00 per column inch**

National Rate (billing address outside of Metro area):
\$8.00 per column inch

UP Rate (on-campus account number required for billing):
\$1.00 per column inch

Non- profit organizations receive
10 percent off the standard
local or national rate.

If an advertisement requires editing, a
\$30 charge will be added and the
client will be notified.

Discount Policy

Short-Term Large Ad Discounts:

1/4 Page Ad	Commitment	Discount
	<i>5 Issue</i>	<i>5%</i>
	<i>7 Issue</i>	<i>10%</i>
1/2 Page Ad		
	<i>3 Issue</i>	<i>5%</i>
	<i>5 Issue</i>	<i>10%</i>
	<i>7 Issue</i>	<i>15%</i>
Full Page		
	<i>3 Issue</i>	<i>10%</i>
	<i>5 Issue</i>	<i>15%</i>
	<i>7 Issue</i>	<i>20%</i>

Long Term Advertising Discounts:

Full Year/Semester Ad Discounts: An advertising
commitment of over twelve issues is required.

1/4 Page Ads - or – Smaller will receive a
15% discount on their advertising total

1/2 Page Advertisements will receive a
20% discount on their advertising total

Full Page Advertisement will receive a
25% discount on their advertising total

*If a business wishes to obtain any Short-term Discount, all ads agreed upon must be fully
paid before the second issue featuring the advertisement is published.*

All ad sizes that cohere with the dimensions
and five-column printing style of the Beacon may be discounted.

The Beacon

University of Portland
5000 North Willamette Blvd.
Portland, OR 97203-5798
www.upbeacon.net

Contact:

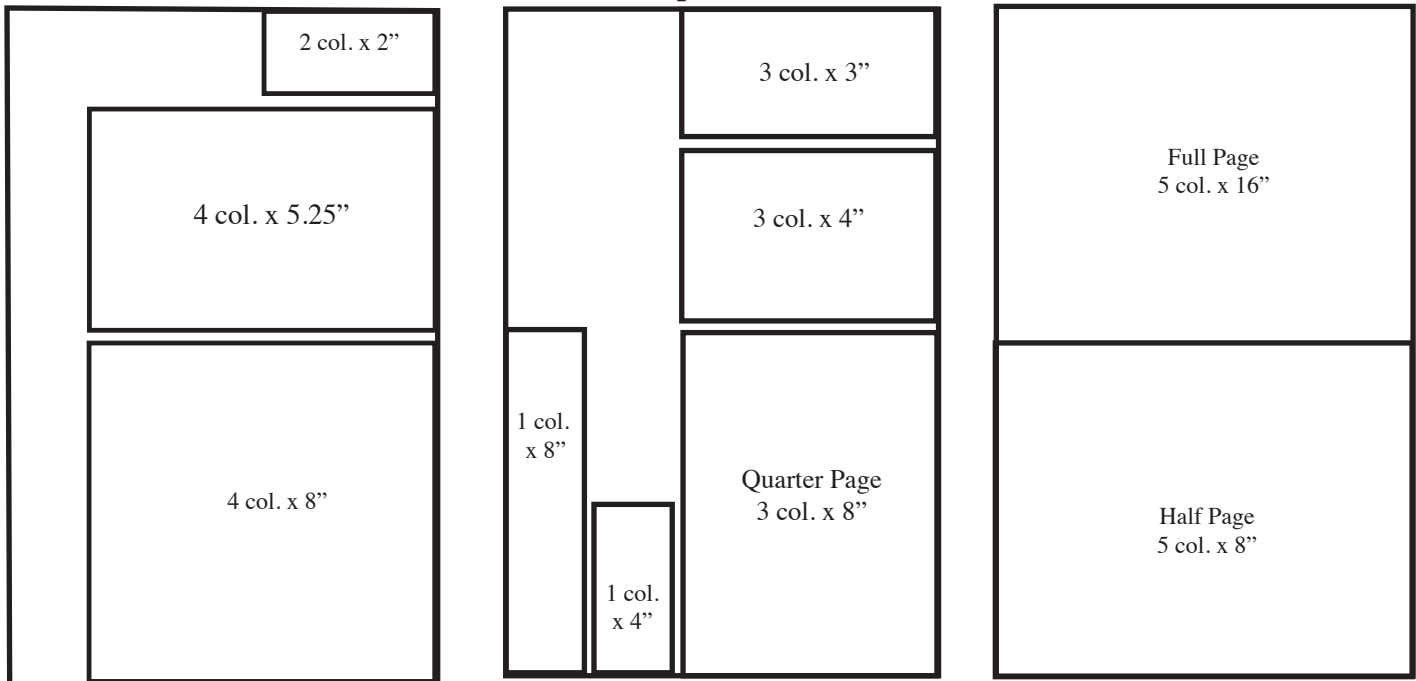
Advertising & Business Manager

Emily Lindgren: (512) 569-1220

beaconads@up.edu

Design Guidelines

Sample Sizes



Column Sizes

5 columns wide by 16 inches high

	Inches	Fractions
1 column	1.875"	1 7/8" x 1"
2 columns	3.875"	3 7/8" x 1"
3 columns	5.9375"	5 15/16" x 1"
4 columns	7.9375"	7 15/16" x 1"
5 columns	10.00"	10" x 1"

Ad Requirements

All ads must be in .pdf, jpeg or tiff with at least 300 dpi (camera-ready/high quality).

We cannot import Microsoft Publisher or Word.

All ads must be black and white and submitted in the size in which they are to appear. Width of ads must correspond to numbers of columns.

DESIGN REQUESTS

- Simple ad design services (no art) are available for an additional \$15.
- More elaborate design services are available for an additional \$35.

Design requests are due by 5 p.m. Thursday, one week prior to publication of the ad.

Who We Are

The Beacon is the official newspaper of the University of Portland. Student run, *The Beacon* publishes every Thursday, excluding breaks, holidays, and examination periods. It has a distribution of approximately 2,000 and serves the students, faculty and parents of the University of Portland, as well as the local North Portland neighborhood.

Population:

Total undergraduate: 3,077

Total graduate: 520

Men: 39%

Women: 61%

Most Popular Majors:

Nursing

Finance

Biology

Marketing & Management

According to a 2008 national study by Alloy Marketing, 76% of all college students have read their school's student newspaper in the past 30 days. 70% say they've been motivated to take some kind of action after seeing ads in their student newspaper.

Advertising Policy

Content Guidelines:

All advertising is subject to the approval of *The Beacon*. *The Beacon* reserves the right to reject any advertisement on the basis of objectionable content. *The Beacon* will not knowingly print ads that are defamatory or discriminatory towards any individual or group, contain plagiarized work, or violate local, state, or federal laws.

Errors/ Makegoods:

For an ad to be considered for any type of makegood, advertisers must notify *The Beacon* within seven days of receiving a tearsheet for the ad or placement in question. An original copy of the ad materials confirmed to be correct and final and instructions as to the error must be submitted to the advertising manager before any makegood will be considered.

Payment Deadlines:

Payment for advertisements are due no later than 30 business days after the publication of the ad. 15% of the original ad cost will be added for each week past due. All billing is done at the end of each month.

Ad Deadlines:

All camera-ready ad orders and materials must be received by 5 pm the Monday prior to publication on Thursday. All ads requiring design are due by 5 p.m. on Thursday, one week prior to publication. All advertisements are subject to space availability.

Important:

By advertising in *The Beacon*, the advertiser accepts and is bound to the terms set forth in this rate card. *The Beacon* reserves the right to change its advertising policies and rates at any time.

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• **Portland, OR 97203-5798 •**

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