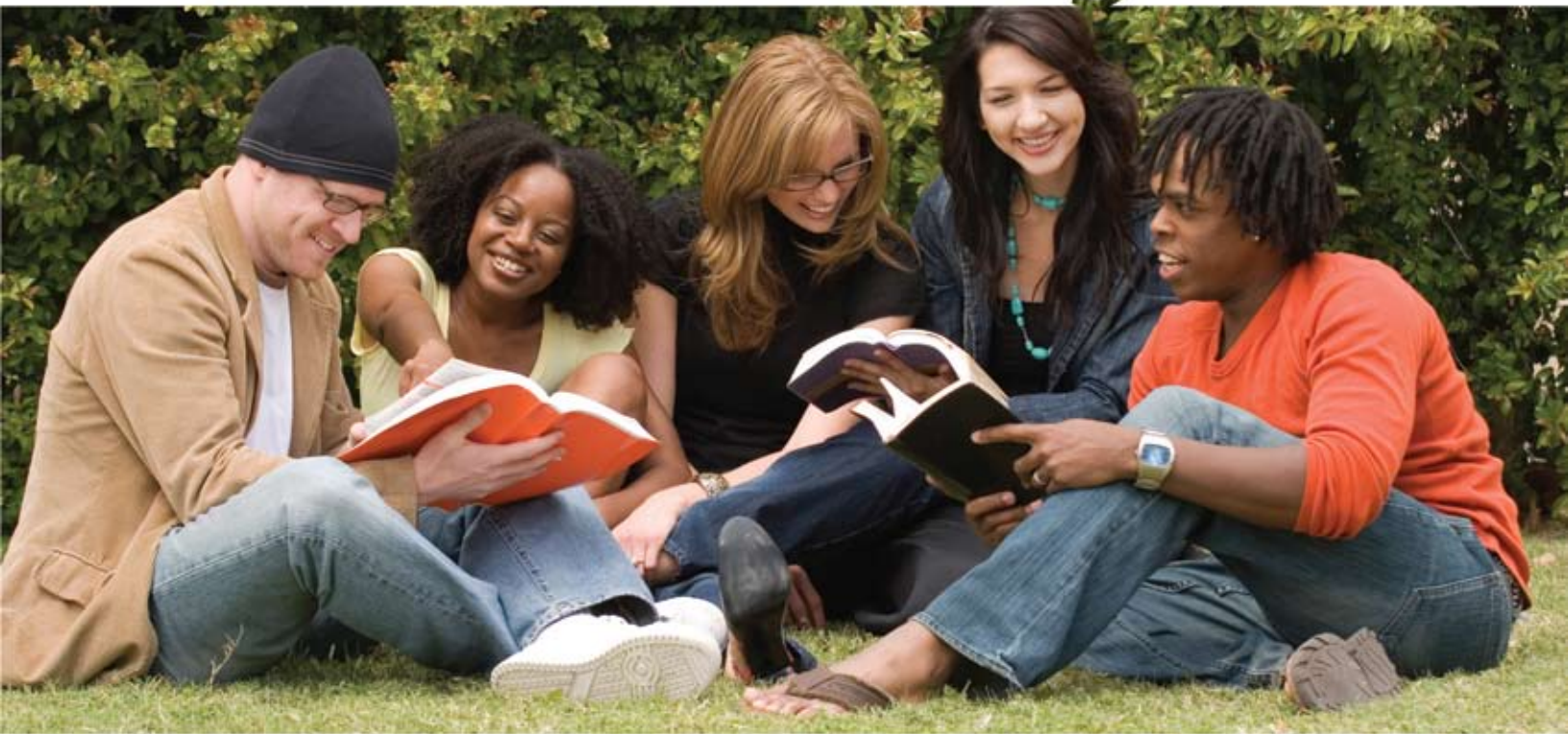


ASUN Advertising



2008-09

ADVERTISING



ASSOCIATED STUDENTS OF
THE UNIVERSITY OF NEVADA

ASUN Advertising Media Kit

Table of Contents

- [2] ASUN Advertising: Who Are We?
- [3] University of Nevada, Reno & the Reno-Sparks Community
- [5] The Nevada Sagebrush
- [7] Nevada Sagebrush Rate Card
- [9] Nevadasagebrush.com & Online Rate Card
- [10] Nevada Sagebrush Print & Online Promotions
- [11] Insight Magazine
- [12] Insight Rate Card
- [13] Wolf Pack Radio
- [14] Wolf Pack Radio Rate Card
- [15] Brushfire
- [15] Brushfire Rate Card
- [16] Publication Schedule & Deadlines
- [17] Terms, Conditions, & Policies

ASUN Advertising

Mailstop 0058, Joe Crowley Student Union Room 328
Reno, NV 89557

Phone: 775.784.7773 Fax: 775.784.7774 Email: advertisingmgr@asun.unr.edu

<http://www.unr.edu/stsv/studentactivities/asun/advertising.html>

ASUN Advertising

who are we?



ASUN Advertising is here to help bring your message to the campus community across multiple forms of media. We have the tools to promote your business, event, or service to a diverse and loyal audience whether it be through printed publications, online, or over the radio airwaves. Whichever you choose, we have the right solutions for you. Let us be your advertising agency and help you connect to the students, faculty, staff, parents, and alumni of the University of Nevada, Reno.

The information in this media kit is only valid for the 2008-2009 school year and is subject to change.

Our Student Publications

- Nevada Sagebrush: newspaper
- Insight: magazine
- Wolf Pack Radio: student-run radio station
- The Brushfire: literary & arts journal



the facts about college papers

College students read their campus newspaper

76% of all students have read their school's newspaper in the past 30 days.

Students who read their college newspaper are frequent readers

80% of readers have read at least one of the past five issues. On average, students read 2.8 of the last five issues.

One issue reaches multiple students

On average, 3.2 students are reading each issue. Nearly a third of all respondents said their copy of the paper is seen by four or more total students.

Advertising content propels students into action

70% of students say they've been motivated to take some sort of action after seeing advertisements in their college newspaper.

50% have attended an event

43% have mentioned an ad

28% have researched a product online

Students are bargain hunters & take advantage of coupons & special offers

More than 75% of all students have used a coupon or special offer. Usage is highest among women (82%) and seniors (85%).

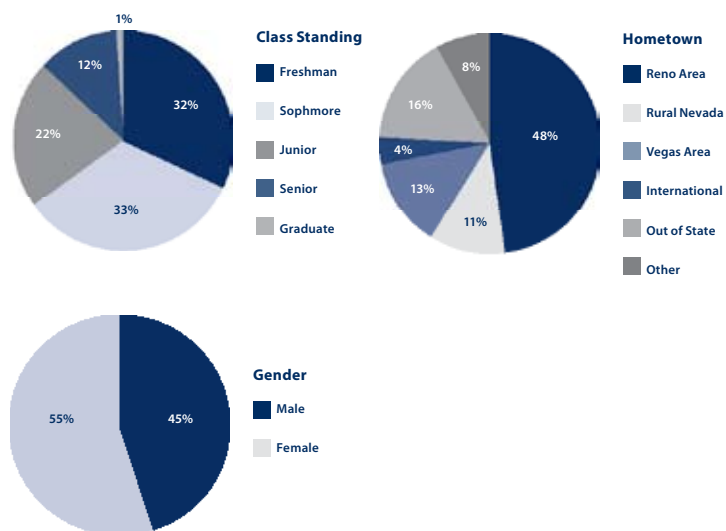
-AM+M College Newspaper Audience Study, May 2008



University and Community

The University of Nevada, Reno community currently includes 13,205 undergraduate students, 3476 graduate students, and roughly 3200 faculty and staff, making our student-driven media an important resource for your advertising needs in this prime market.

With the addition of our newest residence hall, Nevada currently houses nearly 2,000 students, or roughly 12% of the total student population. An additional 74% of UNR students live within a 2 mile radius of the campus, leaving an additional 14% of students coming from Washoe Valley, Carson City, Gardnerville, Lake Tahoe, Truckee, Incline Village, Fallon, Fernley, Verdi, Virginia City and several other outlying areas.

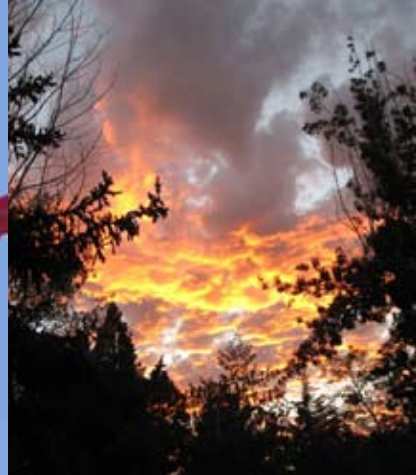


Demographics

Ethnicity	Percentage
White	67%
Black	3%
Hispanic	8%
Asian/Pacific Islander	7%
American Indian	1%
Other	11%
Non-Resident Alien	3%

Student Involvement:

- Over 12% of our undergraduate student population is employed by the University of Nevada, Reno.
- Roughly 21%, or 3550 students, are involved with campus clubs, organizations, student government and/or greek life.
- 5200 students are involved with intramural sports.



Reno has long been famed as “The Biggest Little City in the World,” though it now has more than 335,000 residents calling it and the surrounding region home. The city offers the advantages and excitement of an urban area along with the quality-of-life characteristic of a relatively small Western community. With tourism as the major industry, headlining shows can often be found in the downtown and Lake Tahoe entertainment centers. Fine restaurants and nightclubs exist in abundance.

With an average of 300 days a year of sunshine, the Reno-Tahoe area has been ranked by Rand McNally's Vacation Places Rated as the No.-1 location in the nation for outdoor sports activities. Reno offers easy access to some of the world's finest ski resorts as well as whitewater kayaking on the Truckee River — five minutes away from campus. The Truckee River provides a natural parkway that winds through the heart of the city and a developed bicycle and pedestrian path follows its course. Reno is surrounded by public lands that provide hiking and mountain biking opportunities immediately accessible from the city and the university campus.

Reno also supports a thriving arts community rivaled by few cities of its size: both philharmonic and chamber orchestras, a municipal band, an opera company, a performing artist series, a month-long summer arts festival, and active theater groups. Several art galleries, museums, and a planetarium are located on or near the university campus.

For more information please visit: www.visitrenotahoe.com.





Nevada Sagebrush

Bio

Founded in 1893, **The Nevada Sagebrush** is the official newspaper of the University of Nevada, Reno and one of the oldest student newspapers in the nation. Originally published as The Student Record by a group of students acting against the Nevada Board of Regents wishes, it has remained in continuous publication since. From the beginning **The Sagebrush** has been a consistent and aggressive voice of the students and has won various awards throughout the years, including most recently the Associated Collegiate Press Pacemaker nominations in 2006 & 2007, and regional Best of Show awards in 2005, 2006 & 2007.

As a publication made up of nearly 50 student staff and volunteers, **The Sagebrush** provides in-depth coverage of news, sports, arts & entertainment, and student opinion pieces that our readers have come to expect from this award-winning newspaper. In the upcoming year the tradition in providing quality student journalism to the campus and community every week will continue, making **The Nevada Sagebrush** your business's best opportunity to tap into the ever-growing college market.

Weekly Coverage

News: **The Nevada Sagebrush** is the number one source for campus news reporting at the University of Nevada, Reno. Our staff of 15 student reporters is dedicated to bring you the latest in breaking news on campus events and issues, news briefs, and the police blotter. We take pride in our objective news coverage.

Sports: Read up on the latest coverage of Nevada Athletics and track how your teams are doing against other rival schools and within their divisions.

A&E: Take a look at another facet of college culture every week, from music, to movies, to events, to fashion.

Perspectives: You can check out our entertaining and thought-provoking staff columns that cover topics such as politics, religion, the economy, local issues, sex & relationships, technology, the environment, and more.

Classifieds: Looking for a new roommate? A new computer? That special someone? The classifieds section provides the opportunity to find exactly what you're looking for. And if we don't have what you're looking for, it's easy to post your own classified so you can find it.



Recent Awards

- 2008 ACP* Pacemaker finalist
- 2007 ACP Pacemaker finalist
- 2006 ACP Pacemaker finalist
- 2006 ACP Design of the Year, page 1
- 2006 ACP First Place Best of Show, General Excellence
- 2006 ACP Second Place, Sports Story of the Year
- 2006 Society of Professional Journalist National Finalist, Mark of Excellence
- 2005 Associated Collegiate Press Pacemaker finalist
- 2004 ACP Second Place Best of Show, General Excellence



General Information

Frequency:	Weekly
Days Published:	Tuesday
Circulation:	5,000
Readership:	15,000
School Metro Area:	Reno/Sparks
School Enrollment:	16,681
Format:	6 Column Broadsheet
Full Page Size:	11.4" W x 20" H
Pick-up Rate:	approx. 85%
Distribution:	over 100 locations on and off campus with new ones being added every week



The Nevada Sagebrush publishes 5,000 copies every week during the school year and has a strong student following. Many national and regional companies, employers, and graduate programs find the paper the ideal way to reach over 16,000 students enrolled at the University of Nevada, Reno.

Nevada Sagebrush

Display Advertising Rate Card

Rates

Open PCI (per column inch)	\$10.00
Color PCI	\$3.00
Campus Entity PCI	\$7.00

Printable Page Dimensions

The Nevada Sagebrush is a 4 year University broadsheet newspaper that publishes 5,000 copies weekly. Each page is 6 columns (11.4") wide by 20" in height. Height is measured in half inch increments.

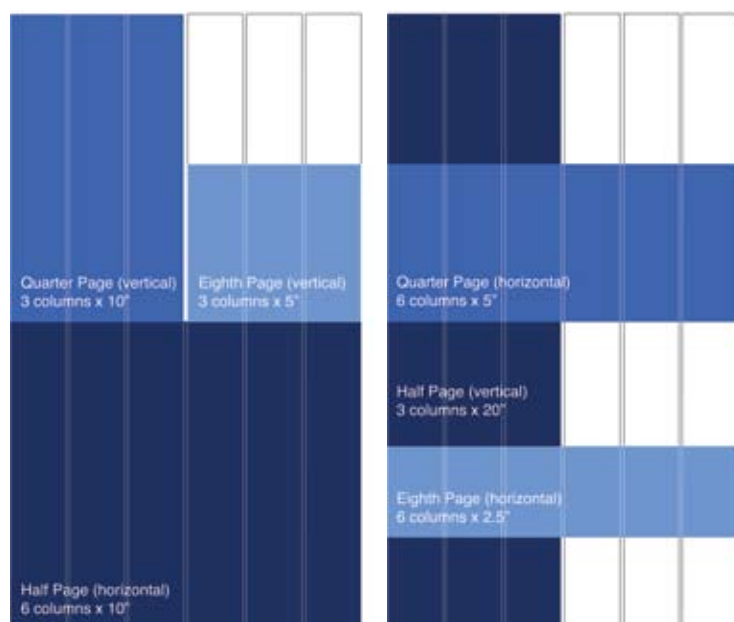
Column widths are set as follows:

1 column =	1.9"
2 columns =	3.8"
3 columns =	5.7"
4 columns =	7.6"
5 columns =	9.5"
6 columns =	11.4"

Find the ad rate by multiplying the number of columns in width by the number of inches in height to come up with your total column inches. Multiply that number by your PCI rate(s) for your base amount per ad.

Modular Ad Sizes

Full Page:	6 col x 20"	\$1200 b&w	\$1560 color
Half (H):	6 col x 10"	\$600 b&w	\$780 color
Half (V):	3 col x 20"	\$600 b&w	\$780 color
Third (H):	6 col x 6.5"	\$400 b&w	\$520 color
Third (V):	2 col x 20"	\$400 b&w	\$520 color
Quarter (H):	6 col x 5"	\$300 b&w	\$390 color
Quarter (V):	3 col x 10"	\$300 b&w	\$390 color
Eighth (H):	6 col x 2.5"	\$150 b&w	\$195 color
Eighth (V):	3 col x 5"	\$150 b&w	\$195 color



Inserts

Free standing inserts are \$120 per thousand. Minimum 4000 count, maximum 5000 count. Minimum size: 7" x 5", maximum size: 11" x 11", no heavy card stock please.

They can be shipped to the following address at least 10 days in advance of publication date:

Nevada Appeal
580 Mallory Way
Carson City, NV 89701
Attn: Distributions

Please be sure to label all boxes or pallets with "Sagebrush" and make sure we receive a copy of the insert (hard or digital) at ASUN Advertising 6 days prior to publication date.

How to find the ad rate - example: local advertiser running a quarter page (vertical) color ad

Columns (H)	X	Inches (V)	=	Total Column Inches	X	PCI Rate + Color	=	Rate Per Issue
3		10		30		\$13		\$390

Submissions

Contracts/I.O.'s can be emailed to **advertisingmgr@asun.unr.edu** or faxed to 775.784.7774. Creatives can be sent via email to **adv.artwork@gmail.com** or FTP if your company uses it (disk is also acceptable if you'd like to drop it off at the office). Please include the business name and "Sagebrush" in the email subject line.

You're also more than welcome to send us a completed contract far in advance, as many issues fill up fast due to limited space.

File Format:	pdf or jpeg CMYK 300 dpi
Artwork Design Fee	\$25

Deadlines

Contracts	5pm Wednesday
Artwork	5pm Wednesday



Discounts

Frequency:

• 6-10 runs	10%
• 11-15+ runs	20%
•	
• Prepay	10%
•	
• Non-Profit Organization	10%
•	
• Reno-Sparks Chamber of Commerce	10%

Limit 2 discounts per contract, campus departments are only able to use the prepayment discount with their special rate.

Classifieds

Deadlines for contracts are Fridays at noon and will run in the print and online editions on a weekly basis. Weekly rates start at \$7.00 for 1-25 words, \$10.00 for 26-50 words, \$13.00 for 51-75 words, and \$16.00 for 76-100 words.

You have the option of choosing one of the following categories your ad will be listed under: For Rent, For Sale, Roommate Wanted, Opportunities, Help Wanted, Services, Personals, Miscellaneous/Other.

Make your classified ad stand out from the rest by purchasing additional highlights: 3 Bold Words for \$0.50, Header for \$1.50, and/or a Box for \$2.00. Choose how many weeks you'd like us to run your ad in order to maximize your message. All classifieds must be paid in full. Acceptable forms of payment are check/money order and credit/debit cards.

Sponsorships

Sponsorships allow the student newspaper to include special sections or highlights like maps for our city or housing guides, diagrams, lists of the graduating students for the Graduation editions, and any supplemental material that is not regular content. More importantly, sponsorships allow you to help make these supplemental materials possible while at the same time giving you a substantial space (defined below in parentheses) for your own message. We offer sponsorships for a Third page - \$200 (2 column X 2), Half page - \$300 (3 column X 2), 2/3 page - \$400 (4 column X 2), and Full page - \$600 (6 column X 2).





nevadasagebrush.com

Bio

Nevadasagebrush.com, like the printed newspaper, brings the University of Nevada, Reno students the latest in campus news, perspective columns, sports, and arts & entertainment. In addition, you can read staff blogs, view videos & photo slideshows, download podcasts, forums, and leave comments for your favorite articles and reviews.

Receiving an average of 30,000 page views per month during the academic year, **nevadasagebrush.com** is quickly becoming Nevada's online interactive community for students, faculty, staff, alumni, and sports visitors.

Your online ad can click through to your website. All ads in each space rotate randomly.

Online advertising is sold by weekly or monthly durations for a flat fee outlined in the accompanying rate card.

Recent Awards

- 2008 ACP Online Pacemaker Finalist
- 2008 Best Overall Web Presence, Center for Innovation in College Media Online Journalism Contest
- 2008 Third place, Breaking News Video, CICM Online Journalism Contest
- 2008 Second Place, Podcasts, CICM Online Journalism Contest
- 2008 First Place, Breaking News Package, CICM Online Journalism Contest

*Associate Collegiate Press (ACP)

Rates

The Alfie (Top Banner): 897 X 75 pixels. \$200/week and \$700/month (4 consecutive weeks). Will appear on Home and main Section pages.

The Wolfie (Bottom Banner): 633 X 80 pixels. \$100/week and \$350/month (4 consecutive weeks). Will appear on all pages, including articles.

The Silver (Square): 260 X 270 pixels. \$150/week and \$550/month (4 consecutive weeks). Will appear on all Home and main Section pages.

The Blue (Tower): 125 X 500 pixels. \$75/week and \$275/month (4 consecutive weeks). Will appear on all pages, including articles.

The Wolfie
633 x 80 pixels

The Alfie
897 x 75 pixels

The Blue Tower
125 x 500 pixels

The Silver
260 x 270 pixels



Promotions

Contract 8 consecutive months of online advertising and receive the 9th month free!
Campus departments and organizations receive 30% off!

Print/Online Packages

The Lone Wolf: Contract a series of 5 Eighth page color ads and receive two weeks free of The Blue or one week of The Silver online package (no other discounts apply, limit one per semester).

The Growl: Contract a series of 10 Eighth page color ads and receive two weeks of The Wolfie or one week of The Silver online package for free (frequency discounts apply, limit one per academic year).

The Howl: Contract a series of 5 Full, Half, Third, or Quarter page color ads and receive one month of The Blue online package for free (no other discounts apply, limit one per semester).

The Pack: Contract a series of 10 Full, Half, Third or Quarter page color ads and receive one month of The Wolfie or two weeks of the Silver online package for free (frequency discount applies, limit one per academic year).

Deadlines and submission instructions for online ads are the same as stated above for the print product and contracts start every Tuesday. Ad material requirements are in .jpg, .png, or .gif. All online ad files should follow the standard requirements of RGB and 72 dpi.

If you would like us to design an online ad for you, the cost is \$10.00 per individual artwork design.

Our website's average weekly individual IP visits are roughly 5260, average weekly page views are 10,300, with an average of 66% of our visitors each week being new users. The **nevadasagebrush.com** website continues to gain in popularity each week, making this a cost-effective choice for your advertising.



Insight Magazine

Bio

Insight Magazine is the University of Nevada's newest student publication. With a hip, edgy approach to capturing student life, we aim to bring students the latest in news, campus life and arts & entertainment. **Insight's** award winning staff brings energy and professionalism to chronicling the campus unlike any publication. From food to fashion to technology and sports, **Insight** is the go-to magazine source for students, by students. For more information please visit: www.unrinsight.com.

Monthly Coverage

News[n]Notes: We look into the hard-hitting stories affecting students at Nevada while also reporting national college trends. Our reporting tells the stories on what students care about most: their money, their education and their school.

Campus Life: Each month we look at a student and a professor and hear from their point of view. We show what's new in and around the campus. Our photography also keeps track of those memorable campus events such as sports and homecoming.

Features [n] Faces: Nevada has great students and professors so here we tell their stories. Plus, we keep a close eye on people in the community with ties to students such as notable Nevada alum or people whom students would find intriguing.

Arts [n] Entertainment: Students in Reno will read up on CD releases, local band profiles, Nevada arts as well as an occasional music feature. A monthly calendar lists "Must see events" as well as the newest releases, local concerts and shows.

The Omnifarious: Here's a chance for students to sit back and relax. Random news and facts fill this double-page spread. Sections include Nevada history, guessing notable Nevada alum, monthly street beat, quotes of the month, photo contest and Did You Know.



Recent Awards

2007-2008	Magazine Design Finalist
2006-2007	ACP Pacemaker Honorable Mention to Sarah Cooper for Best Online Package
2006-2007	ACP Pacemaker Honorable Mention to Christa Hecht for Photo Excellence in Sports Photography.

*Associate Collegiate Press (ACP)



Deadlines/Submissions

Deadlines for contracts/insertion orders and creatives (artwork) are every second Friday of the previous month from the desired date of publication at 3pm (see above). Contracts/I.O.'s can be emailed to advertisingmgr@asun.unr.edu or faxed to 775.784.7774. Creatives can be sent via email to adv.artwork@gmail.com or FTP (disk is also acceptable if you'd like to drop it off at the office). Acceptable file formats are .jpeg or .pdf. All ads must be in CMYK mode and 400dpi. Please include the business name and "**Insight**" in the email subject line.

You're also more than welcome to send us a completed contract far in advance, as many issues fill up fast due to limited space.

We also offer artwork design from our talented student graphic design department for the low fee of \$25.00.

Circulation

1,000 copies are available five months out of the academic year at 16 campus locations and 5 popular student and alumni hangouts in the community close to campus.

Preferred Placement

For a 25% increase, you can have your ad appear on the back or inside covers of **Insight Magazine**, ensuring premium access to readers for your unique message. Space is limited, so act fast!



Rates

Full Page	8"X10"	\$600
Half Page(H)	8"X5"	\$300
Half Page (V)	4"X10"	\$300
Quarter Page (H)	8"X2.5"	\$150
Quarter Page (H)	4"X5"	\$150
Quarter Page (V)	2"X10"	\$150
Eighth Page (H)	4"X2.5"	\$90
Eighth Page (V)	2"X5"	\$90
Square	2"X2.5"	\$60

Printable Page Dimensions

8" x 10"

Discounts

We offer a 20% Campus department/organization discount, 10% Prepay discount, 10% Non-Profit Organization discount, and 10% Reno-Sparks Chamber of Commerce discount (limit 2 discounts per contract).

Sponsorships

Sponsorships allow the student magazine to include special sections or highlights like maps for our guides, diagrams, and any supplemental material that is not regular content. More importantly, sponsorships allow you to help make these supplemental materials possible while at the same time giving you a substantial space (defined below in parentheses) for your own message. We offer sponsorships for a Quarter Page - \$75 (2"X2"), Half Page - \$150 (4"X2"), 3/4 Page - \$225 (6"X2"), and Full Page - \$300 (8"X2").



Wolf Pack Radio

Bio

Since 1998 **Wolf Pack Radio** is Northern Nevada's only 100% independent student run radio station. The station's programming broadcasts music in the genres of rock, hip hop, heavy metal, and pop, as well as important public service announcements from the Nevada campus and the community at large. As Nevada's only student radio station, **Wolf Pack Radio** is an excellent source of music and information that is dedicated to serving both the university campus and the community as a whole.



Frequency/Web

Listen at 1700AM or streaming online at
www.wolfpackradio.org

Specialty Hours & Shows

Every semester, we welcome students on board to share the airwaves with their outlook on music, life, movies, sports, politics and more with weekly one-hour programs. Specialty shows include a political talk show keeping students up to date with news, debates and interviews with local and national politicians. We were also home to sports talk shows, news broadcasts, radio plays, and joint podcasts with the **Nevada Sagebrush**. For more information about advertising during specialty shows, please call us at 784-7773.

Music Played

Wolf Pack Radio operates as the only music broadcasting entity in the Northern Nevada region that spins music from a veritable variety of genres, including the latest underground indie rock and hip-hop that is hot on the radar of music reporters like College Music Journal and popular indie music resources including Pitchfork Media. The selection of music includes pop, hip-hop, world, hardcore, metal, rock, punk, jazz, electronic and experimental. We pride ourselves as a source for fresh new music as well as a mix of older gems. **Wolf Pack Radio** aims for quality, variety and originality, including music from local and independent acts, without resorting to repetitive top 40 spins.



Events/Programming

Wolf Pack Radio is committed to bringing entertainment to the student body at the University of Nevada, Reno. In addition to making ourselves a more visible entity on campus by tabling and DJing music at campus events, the stations also hosts concerts with touring artists and local bands. Events include music-centered movie showings, record swaps, music/radio workshops in conjunction with local youth organizations, and lecture dates with important music industry figures.

www.wolfpackradio.org

The website serves as a portal not only to the campus community, but the international community who also view the site, including users from Canada, the United Kingdom and Germany. The site recently underwent an overhaul to become more user-friendly and interactive, including DJ schedules and blogs for record reviews, an events calendar for local concerts and a forum for community feedback and correspondence. **Wolf Pack Radio** aims to create a virtual source for local music activity, including band interviews, concert coverage/advancement and a friendly, up-to-date Web environment in which students and local community members can interact and bond over their universal love of music.



Wolf Pack Radio Rates

Cost per spot

- Open Rate: \$10.00
- Standard Campus Rate: \$5.00

Packages

- Weekday
 - \$120 (20 spots per business week) \$6.00/spot
 - \$105 (15 spots per business week) \$7.00/spot
 - \$80 (10 spots per business week) \$8.00/spot
 - \$45 (5 spots per business week) \$9.00/spot
- The Silver for \$330: 60 spots (\$5.50/spot), running 2 spots Monday-Sunday, for 30 consecutive days
- The Blue for \$260: 40 spots (\$6.50/spot), running 2 spots Monday-Friday for 4 consecutive weeks.
- The White for \$120: 16 spots (\$7.50/spot), running 4 spots Saturday-Sunday for four consecutive weeks.

Available air-time

- Any hour interval between noon and midnight

Deadlines

- Wednesdays at 5pm

File specs or written instructions

- Mp3 for sound files
- Pdf or doc files if submitted for written

Underwriting cost

- For just \$5.00, we can make sure your on-air spot is consistent with FCC standards for radio broadcast.

Submission instructions

- Contracts are due Wednesdays at 5pm and can be faxed to 784-7774. If submitting written spot, please include a separate write-up with the completed contract. If submitting mp3 file, please email to **advertisingmgr@asun.unr.edu** by 5pm on Wednesday. Spots will start the following Monday.





The Brushfire

Bio

The Brushfire is a semester-based literature and art publication whose goal is to publish exceptional creative work. Created entirely from artwork and literature submitted by students, staff, and community members of Northern Nevada, **The Brushfire** is a highly valued and necessary creative outlet for the University of Nevada Reno. Furthermore, **The Brushfire** is a remarkable example of the creative diversity and knowledge existing on our campus each year. Founded in 1950, it is the oldest publication of its type in the state of Nevada and is a living testament of the talent of Nevada students and the entire Northern Nevada community. **The Brushfire** website also includes additional artwork and literature submitted by students that you will not find in the publication itself, due to the lack of space. Check us out at www.unrbrushfire.com.



Sponsorships

The Brushfire only allows for sponsorships, not display advertising.

Sponsorships allow the client to purchase a space in the desired publication for their logo in 2" x 2" increments, with a maximum of 3 spaces.

2" x 2"	\$50
2" x 4"	\$100
2" x 6"	\$150

Printable Page Dimensions

6" x 9"

Submission Instructions & Deadlines

Sponsor logos and completed contracts are due to ASUN Advertising by 5pm on the deadlines specified. Contracts must be faxed to 775-784-7774. Artwork must be submitted in either .jpg or .pdf format, 400 dpi, to adv.artwork@gmail.com. Please include your business name and "Brushfire" in the subject line.

2008-09 Publication Calendar

August

S	M	T	W	T	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	T	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				

		Nevada Sagebrush
		Insight Magazine
		Wolfpack Radio
		The Brushfire

Outline = deadline

Solid = print date

Wolfpack Radio spots commence every Monday

October

S	M	T	W	T	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	T	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						

Sagebrush Special Editions

Aug 20:	Orientation Guide
Aug 26:	Welcome Back
Sep 2:	Football Preview
Sep 23:	UNLV Issue
Oct 7:	Fall Fashion Preview
Oct 14:	Homecoming
Oct 28:	Election Issue
Nov 11:	Women's Basketball Issue
Nov 18:	Men's Basketball Issue
Dec 2:	Winter Graduation Issue
Dec 9:	Finals & Winterbreak
Jan 20:	Welcome Back
Feb 10:	Dining Guide
Feb 24:	Traveling on a Dime (Spring Break)
Mar 10:	WAC Tourney Preview & Student Gov. Elections
Mar 24:	Spring Fashion Preview
Apr 7:	Housing Guide
May 5:	Spring Graduation

*November 25th will be an online edition

December

S	M	T	W	T	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			

January

S	M	T	W	T	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

February

S	M	T	W	T	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	T	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	T	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	T	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

Insight Magazine Themes

Sep 1:	Food Guide
Oct 1:	Politics
Nov 1:	Technology
Feb 1:	Winter Guide
Mar 1:	Women's History Month

Terms & Conditions

All advertising is subject to the approval of the Advertising Coordinator and Editor-in-Chief, who jointly reserve the right to refuse any advertising content that doesn't meet standards of acceptability. However, the Editor will always have the final word on any content that is not accepted.

Standards of acceptability: no ads will be placed that promote unlawful activity, have false or misleading content, are fraudulent, dishonest, or violate the laws of libel, privacy, copyright, trademark, trade names, patents, or obscenity.

ASUN Advertising may refuse to accept any copy not furnished before established deadlines, and should the ASUN Advertising accept such late copy, no proof will be submitted to the Advertiser before publication and ASUN Advertising will not accept liability for errors therein.

ASUN Advertising assumes no responsibility for errors when a finished (camera-ready) artwork has been submitted by the Advertiser or if a proof has been submitted in advance of publication to the Advertiser, his/her agent or representative.

Any Advertiser failing to use the number of discounted column inches for which they have contracted will be required to pay the difference between the discounted rate and the open rate for all column inches used.

The Advertiser shall indemnify, defend, and hold harmless NSHE, its officers, employees, and agents from and against any and all liabilities, claims, losses, costs or expenses to the person or property, including but not limited to claims of libel, violations of privacy, infringement of any trademarks, copyrights, trade names, patents, and lawsuits, judgments, and/or expenses, including attorney fees, arising either directly or indirectly from any act or failure to act by Advertiser, or any of its officers or employees, which may occur during or which may arise out of the performance of this Agreement.

ASUN Advertising does not guarantee position placement. However, requests will be honored whenever possible.

Either party may terminate this agreement by giving written notice at least ten (10) business days before date of publication that is to be cancelled. In the event that the Advertiser alone terminates this agreement, failure to comply with the aforementioned terms will result in the Advertiser being responsible for the full contracted amount. In the event that ASUN Advertising terminates this agreement and the Advertiser has prepaid, ASUN Advertising shall credit back the amount of only the ads that were not published after date of cancellation.

ASUN Advertising will never offer refunds of prepayment, only credits to the account to be used within 6 months of the originally contracted publication date.

Advertisements resembling news items will be labeled advertisements.

Applicable fees for artwork or underwriting production cover only one creation at a time. Multiple fees will be added for each new artwork/underwriting production. Changes made to existing artwork are free of charge, but limited to one instance per week. Composition and artwork created by ASUN Advertising are the property of ASUN Advertising and may be published elsewhere only with written permission from the Advertising Coordinator. The client must proof all ads before 3pm on Fridays unless they have selected to waive this option.

The Advertising Coordinator shall deliver all ads to the Editor by no later than 3 days before publication. If the Editor rejects any ad(s), the Editor must let the Advertising Coordinator know in writing 1 day before publication date so the advertiser can be contacted. New ad(s) may be sent for replacement or money refunded or not charged to the advertiser due to non-placement.

Ads that run incorrectly because the proof was returned by the Advertiser after deadline or was not returned at all will be billed at the full value.

Ads that are in error due to the fault of ASUN Advertising will be discounted at the discretion of the Advertising Coordinator based on the error in question. Claims must be received in writing within 10 business days from the date of publication. ASUN Advertising is not liable for damages caused by content of paid advertisements or by poor production quality due to printing flaws.

The Advertiser will assume full liability for his/her advertisements and agrees to hold ASUN Advertising and the represented media entities at the University of Nevada, Reno harmless for the content of all advertisements authorized for publication and broadcast and any claims that may be made against ASUN Advertising.

Agencies placing ads on behalf of clients are jointly and severally liable for the full cost of advertising.

ASUN Advertising reserves the right to sell special promotions and advertising packages that carry special rates.

ASUN reserves the right to bill any party that chooses to insert unapproved advertisements of any kind to a publication rack or within a publication at the rate of \$600.00 per instance.

Acceptable forms of payment are check, money order, visa, mastercard, American express, and discover cards and internal purchase orders for campus departments or organizations only. All clients require a credit card on file, unless they will be prepaying with a check. On campus departments can include an IPO number in the credit card line if they choose to pay using university internal purchase orders.

Prepayment requires the Advertiser pay for half or more of their entire contract in order to receive the applicable discount.

There is a \$25.00 service charge on all returned checks.

Billing terms are net amount due and payable in 30 days from invoice date. All accounts are due as defined in the signed contract and in the corresponding media kit. Accounts more than 30 DAYS PAST DUE will be granted additional credit only at the discretion of the Advertising Coordinator. If special collections procedures become necessary, Advertiser agrees to pay all costs of collections, including court costs and reasonable attorney's fees. In addition, a 10% fee will be added to your account for every 30 day period your account is overdue. In the event that the Advertiser's account is 60 DAYS PAST DUE, no further advertising will be accepted unless payment in full is received. Accounts 120 DAYS PAST DUE will automatically be sent to collections.

Invoices, account statements and papers (tear sheets) for print advertising are mailed the day after publication. Invoices for radio and online advertising will not be sent unless requested. All receipts for prepayment, radio, online and classifieds are sent out Wednesdays.

Classified advertisers requiring a paper be sent must include self-addressed stamped envelopes.



ADVERTISING



ASSOCIATED STUDENTS OF
THE UNIVERSITY OF NEVADA