



# THE **ARKANSAS** TRAVELER

2010-2011 RATE CARD

# GENERAL INFORMATION

## WE CAN HELP YOU REACH OUR COMMUNITY WITH YOUR MESSAGE.

- The Arkansas Traveler is uniquely positioned to reach an affluent and upwardly mobile campus community of more than 24,500 persons, including 20,700 students, 1,072 faculty and 2,862 staff. With approximately 100 drop points across campus and at select locations in Fayetteville, The Arkansas Traveler should be a prime piece of your marketing efforts. Couple the print edition with our online edition and you exponentially increase the visibility of your products or services.
- Fayetteville, a thriving city of 68,000 in the northwest corner of the state, is home to the University of Arkansas campus, which comprises 345 acres and more than 130 buildings. Lying on the western edge of the Ozark Mountains, the city boasts a lively cultural scene and easy access to outdoor recreation. In 2003, Outside magazine named Fayetteville 23rd out of the top 40 college towns in America for its outdoor recreation. In 2009, Fayetteville was heralded as No. 6 among Forbes magazine's top ten college towns.



MOTUS PHOTOGRAPHY



# GENERAL INFORMATION

## TERMS OF PAYMENT

- All advertising requires payment in advance unless credit has been established. Political, including campus candidates, and transient advertisers must prepay.
- All rates are net to the newspaper and are not subject to commission.
- Payment is due 30 days from invoice date. Accounts falling 30 days past due will be charged a 10-percent late fee on past-due balances. Accounts falling 60 days past due will revert to pre-paid status and must pay at least 10 percent of the past due amount with any new ad until the past due amount is cleared.
- Submission of an insertion order constitutes a binding contract that may be cancelled following the newspaper's standard cancellation policy.
- Contract rates take effect upon receipt of signed, approved contract and cannot be made retroactive.
- The Arkansas Traveler reserves the right to amend its policies or rates at any time. Existing insertion orders or contracts will be honored should rates or policies change.

## CANCELLATIONS

- Cancellation of advertising space is accepted without penalty until the deadline for the day the ad is scheduled to run. The Arkansas Traveler reserves the right to charge for space purchased and cancelled after deadline.

## DEADLINES

- **Display and Online Ads** - Wednesday noon one week prior to publication.
- **Artwork** - Thursday 4pm one week prior to publication.

## CIRCULATION

- The print edition of The Arkansas Traveler is published Wednesdays during the spring and fall semesters when classes are in session. Six thousand copies are distributed free to both on and off campus by 7 a.m. The online edition posts daily and stories are updated as needed.

## ONLINE REACH

- The 2009-2010 school year was the first year for uatrav.com. The website averaged 22,916 page views per month, 9,543 visits per month and 5,515 unique visitors per month.

## ERRORS

- The Arkansas Traveler will be responsible for the first insertion of incorrect copy only if the newspaper produced that copy. If the advertisement with the error was provided to the newspaper camera-ready by the advertiser or its agent, the newspaper assumes no responsibility. Compensation for errors made by The Arkansas Traveler cannot exceed the cost of the ad.

## TEAR SHEETS

- A tear sheet is provided for display ads at no additional cost and will be sent with that month's invoice. Additional display tear sheets are \$2 each. Customers are responsible for checking The Traveler website to verify their online ad.

## INSERTS

- Pre-printed inserts only. Full press runs only. Inserts must arrive not later than five business days prior to distribution.
- Inserts are to be delivered to:  
**Press Argus Courier**  
**100 N. 11th Street**  
**Van Buren, AR 72957**  
**479.474.5215**

## PROOFS

- Proofs for display and online advertising will be provided upon request provided adequate time is available.

## REVIEW POLICY

- All advertising submitted to The Arkansas Traveler for publication is subject to review, rejection or acceptance by the editor.

## BROKERED ADVERTISING

- Advertising sold by individuals or businesses to third parties for placement or insertion in The Arkansas Traveler is not accepted.



# PRINT PRODUCTION INFORMATION

## GENERAL INFORMATION

- The Arkansas Traveler is an offset broadsheet newspaper with an 85-line screen for both color and black and white reproduction.

## DISPLAY PAGES

- Display pages are six columns wide by 21 inches tall with printable dimensions of 10.5 inches wide by 20.25 inches tall. Columns are 1.611 inches wide with a 1-pica gutter. A full page is 126 column inches. A quarter page ad measures three columns by 10.5 inches tall for a total of 31.5 column inches. A half page ad measures 63 column inches and may be designed as any of the following configurations:
  - 3 columns wide by 21 inches tall
  - 6 columns wide by 10.5 inches tall
  - 4 columns wide by 16 inches tall
- A double truck is 13 columns wide by 21 inches tall for a total of 273 column inches. Printable size is 22 inches wide by 20.25 inches tall. Ads over 19 inches tall are charged the full height of 21 inches. Ads are sold in one-inch increments except at the fold where a half-inch may apply.

## DISPLAY COLUMN WIDTHS

1 column	1.611 inches
2 columns	3.389 inches
3 columns	5.167 inches
4 columns	6.944 inches
5 columns	8.722 inches
6 columns	10.5 inches

## TABLOIDS

- Tabloid pages are five columns wide by 11 inches tall with printable dimensions of 10.0 inches wide by 10.5 inches tall. Columns are 1.861 inches wide with a 1-pica gutter.
- Ads over nine inches tall are charged the full height of 11 inches. Ads are sold in one-inch increments except at the fold where a half-page height of 5.5139 inches.

## TABLOID COLUMN WIDTHS

1 column	1.861 inches
2 columns	3.903 inches
3 columns	5.931 inches
4 columns	7.972 inches
5 columns	10 inches

## PRODUCTION INFORMATION

- The Arkansas Traveler is produced using Adobe InDesign for Macintosh and other Macintosh applications as needed. Electronically produced ads should be submitted to [travad1@uark.edu](mailto:travad1@uark.edu).
- The Arkansas Traveler cannot be responsible for improperly prepared digital ads.

## ACCEPTED FILE FORMATS

- Electronically produced ads should be submitted as press-optimized PDF files. This is the preferred format. TIFF, JPEG or .eps files are accepted but not preferred.

## UNACCEPTABLE FILE FORMATS

- Files submitted in Microsoft PowerPoint, Microsoft Publisher or Microsoft Word are not supported.

## IN-HOUSE PRODUCTION SERVICES

- One of the services provided by The Arkansas Traveler is the mechanical production of your advertising. If this is a needed service it is provided without additional charge whenever possible. Some highly technical or complex ads may incur additional production charges.
- Please consult with your advertising account executive if you have questions concerning production capabilities or extra charges or services.



# 2010-2011 PRINT LOCAL RATE SCHEDULE

## LOCAL DISPLAY RATES

- Local rates are available to any locally owned business or locally owned franchises in the Northwest Arkansas area. Local advertisers can pay for their display advertising before it runs and receive five percent off the prices listed below. Contact your advertising account executive for details.
- **Local Open Rate:** \$12 pci (per column inch)

## CONTRACT RATES

2 - 126 ci	\$8.47 pci
127 - 252 ci	\$8.18 pci
253 - 378 ci	\$7.91 pci
379 - 504 ci	\$7.62 pci
505+ ci	\$7.34 pci

- Volume discounts are offered to local businesses through signed contracts. Unfilled contracts will be charged the earned rate.

## COMBO RATES

- Commit to print schedule and get discounts on web ads during the same period. Print ads must run consecutive weeks. Print contract rates and pre-pay discount can apply. Web ad content can change weekly. Combo rates available to local clients only with a signed contract.

### 10 ci to 15 ci

4 Weeks	10% off web
5 to 8 Weeks	15% off web
9 to 12 Weeks	20% off web
13+ Weeks	25% off web

### 16 ci to 31 ci

4 Weeks	20% off web
5 to 8 Weeks	30% off web
9 to 12 Weeks	40% off web
13+ Weeks	50% off web

### 31.5 ci +

4 Weeks	45% off web
5 to 8 Weeks	55% off web
9 to 12 Weeks	65% off web
13+ Weeks	75% off web

## NEW CUSTOMER SPECIALS

- **Take Two** - Run your print ad two times within a two-week period and receive 25 percent off the cost of the second insertion.
- **Take Three** - Run your print ad three times within a three-week period and receive 25 percent off the cost of the second insertion and 50 percent off the third insertion.
- **Take Five** - Run your print ad five times within a five-week period and receive 25 percent off the cost of the second, third and fourth insertions and 50 percent off the fifth insertion.
- Only available to new local clients for display advertising. Minimum 15 column inch ads. Not available to national, campus or non-profit clients. Not available to local clients who have advertised in the past year. No changes to ads allowed in order to receive these discounted rates.



# 2010-2011 PRINT RATE SCHEDULE

## NATIONAL DISPLAY RATES

- National or regional chains, nationally marketed products and ads placed by advertising or media placement agencies outside of Northwest Arkansas are charged the national rate.
- National rates are net and non-commissionable.
- Contract rates are not extended to national accounts.
- National display rates can be reduced by five percent when payment is received prior to the ad running in the paper.
- **National Rate:** \$15 pci

## NATIONAL FREQUENCY DISCOUNTS

- Additional discounts are available to national accounts when multiple insertions of the same ad are placed with an initial order. Discounts are not valid when additional insertions are ordered after the initial order.

FREQUENCY	DISCOUNT	PCI
2x	5 percent	\$14.25
4x	7 percent	\$13.95
5x	10 percent	\$13.50
7x	15 percent	\$12.75
8x	20 percent	\$12.00
10x	25 percent	\$11.25

## CAMPUS & NON-PROFIT RATE

- Campus rate is offered to RSOs, UA departments or other university entities and ASG candidates.
- Non-Profit rate is offered to bona-fide non-profit organizations. The Arkansas Traveler reserves the right to determine non-profit status.
- No further discounts apply.
- **Campus and Non-Profit Rate:** \$7.34 pci

## COLOR RATES

- Process color (CMYK) only. Color costs are in addition to space costs.
- **Per column inch:** \$7 pci
- **Minimum charge:** \$200 per ad
- **Maximum charge:** \$375 per ad



# 2010-2011 SPECIAL ADVERTISING

## INSERT RATES

- Pre-printed inserts only. No split runs. Must fit comfortably into the folded newspaper. A surcharge may be applied for awkward, bulky or oddly shaped pieces. No inserts over 12 pages are accepted.
- The Arkansas Traveler cannot design or print inserts for you.

Single sheet	\$360
4 to 8 pages	\$390
9 to 12 pages	\$450

## FRONT PAGE IMPACT NOTES

- Make your message stick! Be the first ad Traveler readers see by purchasing sticky notes on the front page.
- Impact notes must be pre-printed in a tri-fold format and delivered to the Press-Argus Courier ten days prior to publication.
- The Arkansas Traveler cannot print or design these notes for you.
- Quantity is 6,000.
- **Front Page Impact Notes:** \$600 per issue

## FRONT PAGE ADVERTISING

- Advertising space on the front page of each section of The Arkansas Traveler is available in two configurations. Advertisers who want to buy front page advertising can select from a 6-column wide by 2-inch tall strip across the bottom of the page or a 3.25-inch wide by 3-inch tall quarter circle shape in the lower right hand corner. The price is the same for either size.

News Front:	\$416 per week
Sports Front:	\$380 per week
Features Front:	\$180 per week

- Both the News and Sports Fronts are available only in color. Color cost is included in price. Features Front is black and white only.

## FRONT PAGE FREQUENCY DISCOUNT

- Commit to purchasing four consecutive weeks of front page advertising and realize a 10 percent savings. A signed contract is required.

News Front	\$1,500
Sports Front	\$1,370
Features Front	\$ 650

- Prices are for four consecutive weeks.

## GOOD EATS

- The Good Eats program consists of four weeks of print and online advertising at a special discount price. Participating restaurants ads are grouped under a common heading allowing for greater visual impact both in print and online. Ad placement rotates week to week within Good Eats in order to give all participants equal placement and exposure. If purchased separately, this package would cost over \$400 but when you participate in Good Eats you save over \$100.

- **Four Weeks Good Eats:** \$300

## DOWNTIME PAGE

- What's the page that every student reads? The page with the crosswords, Sudoku and comics! And, now we offer two premium advertising spaces on our Downtime page. Each space is two columns wide by eight inches tall and is available in black and white only. Discounts available for four week commitments.

- **One Ad One Week:** \$150

- **One Ad Four Weeks:** \$500





# 2010-2011 ONLINE ADVERTISING INFORMATION

## ONLINE ADVERTISING

- uatrav.com is the daily online version of The Arkansas Traveler. uatrav.com is updated throughout the day with breaking news, exclusive online content, commentary, same-day game coverage and much more. This timeliness provides students, staff, faculty and others an opportunity to be actively involved in campus news on a continuous basis.
- The 2010-2011 school year will be the second year for uatrav.com. Last school year the website averaged 22,916 page views per month, 9,543 visits per month and 5,515 unique visitors per month.

## ADVERTISING AVAILABILITY & RATES

### HOME PAGE

- Sizes Available:
  - Banner:** 469 pixels x 60 pixels
  - Side Tile:** 300 pixels x 250 pixels
- Limited to two advertisers per size at any given time. Available for purchase in one-week increments on a first come, first serve basis.

<b>National</b>	\$125.00 per week
<b>Local</b>	\$100.00 per week
<b>Campus</b>	\$ 75.00 per week

## INDEX PAGES

- Sizes Available:
  - Side Tile:** 300 pixels x 250 pixels
- Index page ads are available as run of index pages only. This means your ad could appear on any of the index pages once or multiple times depending upon availability.
- Ads will appear on pages such as News Front, Sports Front, Features Front, Opinion Front, About, Search, Forum, etc. Available for purchase in one-week increments.

<b>National</b>	\$100.00 per week
<b>Local</b>	\$ 75.00 per week
<b>Campus</b>	\$ 50.00 per week

## STORY PAGES

- Sizes Available:
  - Skyscraper:** 120 pixels x 600 pixels
- Story page ads are available as run of story pages only. This means your ad could appear on any of the story pages once or multiple times depending upon availability. Available for purchase in one-week increments.

<b>National</b>	\$75.00 per week
<b>Local</b>	\$50.00 per week
<b>Campus</b>	\$25.00 per week

## DEADLINES

- The deadline for online advertising is the Wednesday one week prior to publication. Publication weeks run from Wednesday to the following Tuesday evening.

## FILE FORMAT

- Please submit your web ads as jpegs, pngs, or gifs.

## PRODUCTION ASSISTANCE

- We can produce basic online ads for you at no additional charge.





# 2010-2011 PUBLICATION SCHEDULE

## AUGUST 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	<b>18</b>	19	20	21
22	23	24	<b>25</b>	26	27	28
29	30	31				

## SEPTEMBER 2010

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		

## OCTOBER 2010

S	M	T	W	T	F	S
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 2010

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				

## DECEMBER 2010

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 2011

S	M	T	W	T	F	S
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 2011

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 2011

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 2011

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 2011

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				

## FIRST SEMESTER

Move-In Issue	August 18
Welcome Back Issue	August 25
Dead Day Tabloid	December 8

## DAYS TO REMEMBER

Labor Day	September 6
Columbus Day	October 11
Veteran's Day	November 11
Thanksgiving Break	November 25-26

## SECOND SEMESTER

Welcome Back Issue	January 19
Commencement Tabloid	May 11
Orientation Issue	May 31

MLK Day	January 17
Valentine's Day	February 14
Spring Break	March 21-25

• Bold dates are print issues.



# 2010-2011 STAFF

## STUDENT ADVERTISING STAFF

### • SALES MANAGER

Cannon McNair  
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479-575-3839

### • LOCAL ACCOUNT EXECUTIVES

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### • CAMPUS AND NON-PROFIT ACCOUNT EXECUTIVE

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## PROFESSIONAL STAFF

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MOTUS PHOTOGRAPHY

