

WINSTON-SALEM STATE UNIVERSITY

**THE
NEWS**



ARGUS

2010-2011 **RATE CARD**

DON'T MESS WITH THE PRESS

THE WINSTON-SALEM STATE UNIVERSITY
NEWS ARGUS
WWW.THENEWSARGUS.COM

Official Student Newspaper of Winston-Salem State University

THE NEWS ARGUS, WSSU's award-winning newspaper, is published Tuesdays during the fall and spring semesters except during University breaks. The paper is has distribution drops at more than 30 locations including – classroom and office buildings, residence halls, dining areas, WSSU shuttle areas, high traffic areas – and is fully accessible to 100 percent of the community.



The News Argus editors are responsible for news and editorial content. The News Argus is committed to being a trusted source of information, commentary and public discourse while helping the WSSU students, faculty and staff understand the issues affecting their lives. The News Argus captures the essence of university life at WSSU and delivers it in a colorful, high-impact tabloid format. The News Argus memberships and affiliations include:

Black College Communication Association (BCCA); College Media Advisers (CMA); Associated Collegiate Press (ACP); Black College Wire; College Newspaper Business & Advertising Managers (CNBAM); North Carolina College Media Association; Collegenews.com; College Publisher.com; TheCampusBuzz.com; National Newspaper Association (NNA); American Scholastic Press Association (ASPA).

THE NEWS ARGUS OFFICE

Carolina Hall G005
Winston-Salem State University
601 Martin Luther King Jr. Dr.
Winston-Salem, NC 27110

MAILING ADDRESS

The News Argus c/o
Mass Communications Department
314 Hall-Patterson Building
Winston-Salem State University
601 Martin Luther King Jr. Dr.
Winston-Salem, NC 27110

COMMUNICATION

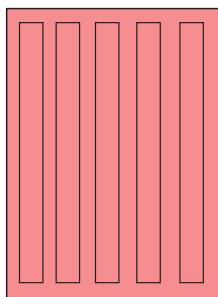
Advertising: (336) 750-8701
Newsroom: (336) 750-2327
Fax: (336) 750-8704
E-Mail: thenewsargus@yahoo.com
Web site: www.thenewsargus.com

The News Argus advertising rates

ALL rates are NET.

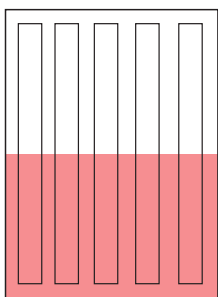
Full page

5 columns x 15"



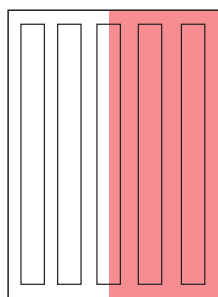
Half page

5 columns x 7.5"



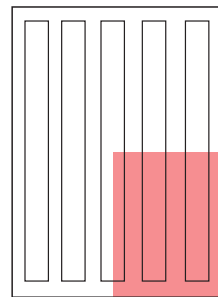
Half page

2.5 columns x 15"



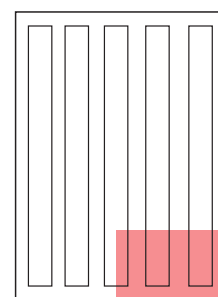
Quarter page

2.5 columns x 7.5"
OR 5 columns x 3.75"



Eighth page

2.5 columns x 3.75"
OR 1.25 columns x 7.5"



National Ad Display (outside Triad, N.C.)

75 columns inches - \$7.70 per column inch

Full page- \$577.50 Half page- \$288.75 Quarter Page- \$144.38 Eighth Page- \$72.19

Full color: Additional \$130.00 for any size ad

Local Ad Display (inside Triad, N.C.)

75 column inches - \$5.50 per column inch

Full page- \$412.50 Half page- \$206.25 Quarter Page- \$103.13 Eighth Page- \$51.56

Full color: Additional \$125.00 for any size ad

WSSU Departments and Recognized Student Organizations

75 column inches - \$2.75 per column inch

Full page- \$206.25 Half page- \$103.13 Quarter Page- \$51.56 Eighth Page- \$25.78

Full color: Additional \$125.00 for any size ad

Valid WSSU e-mail or student ID must be presented to qualify for student discount.

Student discount may not be combined with any other discount.

News Argus 2010-11 publication dates

Changes may occur without prior notice.

Ad material and insertion orders are due on Monday, eight days prior to publication. Last day to place a cancellation for ads and insertion orders is before 3 p.m. Thursday prior to publication date;

otherwise, the ad and/or insertion will run and payment must be submitted. Contact The News Argus with any questions regarding publication release dates and advertising.

Fall Semester

SEPTEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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						

Oct 19 // 12 pg issue

NOVEMBER

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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	

Dec 7 // 12 pg issue

Spring Semester

JANUARY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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

Apr 19 // 12 pg issue

WSSU 2010-11 Academic Calendar

Fall semester

Aug. 23.....Classes begin
 Sept. 6.....Labor Day
 Oct. 11-12.....Fall break
 Oct. 18-24.....Homecoming week
 Nov. 25-26.....Thanksgiving break
 Dec. 3.....Last day of class
 Dec. 7-14Final exams
 Dec. 17- Jan. 9.....Winter break

Spring semester

Jan. 10.....Classes resume
 Jan. 17.....MLK Holiday
 March 7-11.....Spring break
 April 19.....Last issue
 April 27.....Last day of class
 April 29-May 6.....Final exams
 May 7.....Spring graduation

General Advertising Policies and Rules

The subject matter, form, size, wording, illustrations and typography of all advertising are subject to the approval of The News Argus Advertising Manager.

An ad is not considered accepted by The News Argus until it is actually published.

The News Argus will not be responsible for errors in advertisement provided by the advertiser.

Advertisements requested by the advertiser to be inserted upside down or sideways will NOT be accepted.

Advertisement placement or page position is not guaranteed. Requests will be honored at the sole discretion of The News Argus Advertising Manager.

The advertiser, and if applicable, the advertising agency, assume liability for all content (including text and illustration text.) The advertiser, and if applicable, the advertising agency, also assume responsibility for any claims made against The News Argus arising from publication of the advertisement.

All advertising (display or classified) which otherwise does not contain identification; will be required to include a line identifying buyer of the space.

Advertising designed to resemble news matter will be labeled "Advertisement." All such advertising must be bordered.

The advertiser is responsible for obtaining photo releases from persons whose pictures appear in advertisements.

Advertising containing attacks of personal, sexist, racist, ethnic or religious nature will not be accepted by The News Argus.

The News Argus will NOT print news stories, pictures or free notices as part of any advertising arrangement.

The News Argus does NOT accept ads requesting money to be sent to P.O. Box addresses; mailer ads or work-at-home ads; ads for research services or pre-written academic work such as term-papers, themes or research projects.

All real estate advertising is subject to the Fair Housing Act.

The News Argus assumes no responsibility for the omission of any advertisement or for any error above the value of the actual space occupied by such error. Any claim for allowance must be made within five (5) business days after the occurrence of any error.

The News Argus will NOT reduce charges for simple typographical errors or misprints that do not lessen the value of an advertisement.

The News Argus is NOT responsible for errors when a proof has been approved by the advertiser, or when "camera-ready" copy containing errors has been supplied by the advertiser.

Submitting an advertising order to The News Argus signifies as agreement of this policy.

*Minimum ad size for The News Argus is 1 column increments (1.896" inches). Creative services (e.g., photography and graphic design) available upon request. **All questions relative to News Argus advertising should be directed to Stephanie Douthit, Advertising Manager at (336) 750-8701 or thenewsargus@yahoo.com***

Payment Terms

All payments must be received prior to publication of the advertisement, except in special circumstances. The first ad of a campaign may run on credit with prior approval.

Payment in advance is required for all political advertisements. *The News Argus* reserves the right to insert in any political, partisan or issue-based advertisement the words **"Paid Advertisement."**

Advance payment is required for "Going-Out-Of-Business," transient and spring break travel advertising.

All accounts will be invoiced. Proof of print will be mailed after each ad run. Payment must be made with a money order, cashier's check or company check. Payment must be payable to **WSSU Foundation / The News Argus**, and must be received within 30 days of the ad run date. Maximum legal interest of 1.5 percent per month will be imposed on the unpaid balance of all past due advertising bills. Past due accounts may be turned over to a collection agency.

Clients will be held responsible for all expenses occurred in the collection of debt. The News Argus reserves the right to refuse to accept any ad from any advertiser whose account is in arrears.

A service charge of \$25 will be added to the advertiser's account for every check returned to The News Argus unpaid by the advertiser's bank.

All clients' orders are subject to the terms and provisions of the current rate card. Orders not reflecting the current rate card and provisions will be adjusted by The News Argus to the terms and provisions of the rate card.

The News Argus reserves the right to sell promotional advertising packages at special rates.

The News Argus does not give refunds but will apply revenues to future ad placements. An advertiser wishing to cancel an ad must do so on or before the regular deadline. Ad runs may be canceled by 3 p.m. on the Thursday before publication. NO cancellations will be accepted after that time. Failure to give notice by that time does not release the advertiser from full responsibility for payment of the ad space reserved.

Makegoods or credit adjustments for advertising errors will be determined by the News Argus Advertising Manager based on what percentage the error detracts from the effectiveness of the total advertising message. Such adjustments will not be considered unless the News Argus Advertising Manager is notified of the error before the next insertion of the ad, or within five (5) business days of a single insertion.

*Make checks payable to WSSU Foundation / The News Argus Account.

All questions relative to The News Argus advertising should be directed to Stephanie Douthett, Advertising Manager at (336) 750-8701 or thenewsargus@yahoo.com

The News Argus Representatives include:

360 Youth

151 W. 26th Street 9th floor
New York, NY 10001
(212) 401-0070
www.alloymarketing.com



Campus Media Group, Inc

2 Appletree Square, Suite 439
Bloomington, MN 55425
(952) 854-3100
www.campusmediagroup.com



Mechanical Details

News Argus Specs

The News Argus is printed on 35" web

Paper: 35 lb Hi brite

Measurements: 11.25" x 17.5" deep

Image area: 10.25" x 16.5" (5 columns at 15.5")

Display columns widths are as follows:



(10.25" x 16.5")

1 column = 1.896"

2 columns = 3.992"

3 columns = 6.079"

4 columns = 8.158"

5 columns = 10.25"

Colors Options

Color based on availability

Spot color: Call for price

Full color: Additional \$130 (Nat'l display); \$125 (local)

Insertion Orders

Preprinted inserts must be reserved **14 days** in advance.

Contact: David Sharp

Stone Printing and Graphics

2309 Dunmore Court

High Point, N.C., 27263

Office: (336) 431-2600 // Fax: (336) 431-2601

dsharp@stonepandg.com

Inserts must be clearly marked for insertion in *The News Argus*; \$125 per thousand for national; \$100 per thousand for local businesses (includes WSSU).

Online Ads

Banner and button ads are priced by page views – the number of times each ad is displayed online. To plan an online ad submit artwork (GIF or JPEG format) either on disk or via e-mail to: thenewsargus@yahoo.com. Also, provide the URL of the page you want linked to your ad. Contact The News Argus manager for details.

Instructions to Submit Advertisements

Ads may be sent by e-mail, or transferred by CD or DVD, to *The News Argus*. All files must be 10 MBs or less.

File formats accepted:

PDF (**preferred**) PDF/X-1a:2001 with font(s) and image(s) embedded.JPG, TIFF

Resolution = 300 ppi (pixels per inch)

Line Screen = 100 dpi (dots per inch)

CMYK if ad is running in color. If not, images must be in grayscale mode.

Transfer Method

Send e-mail files under 10 MBs to thenewsargus@yahoo.com.

Include advertiser's name and run date on the 'subject' line of the e-mail. For larger files, contact Argus Ad manager at (336) 750-8701.

"Snail Mail"

The News Argus

c/o The Mass Communications Department

Winston-Salem State University

314 Hall-Patterson Building

601 Martin Luther King Jr. Drive

Winston-Salem, NC 27110

Attention: News Argus Advertising

News Argus Market/Circulation Information

THE NEWS ARGUS is the most effective way of reaching the readership of some 6,500 Winston-Salem State University students (approximately 70% women; 30% men; 11% transferred in; 81% African American; 0.8% Asian American or Pacific Islander; 0.9% Hispanic American; and 0.4% Native American). Thirty-six percent of the students live on campus. <http://www.petersons.com/> May 2010.

Regular *News Argus* press run is 1,000 fall and spring semesters. Copies are re-read by classmates, roommates, family members, alumni, faculty and staff. The *News Argus* press run is 1,500 for the Homecoming edition.

Winston-Salem State University: State-supported, Coed

Setting: Urban 94-acre campus

Degrees Offered: Certificates, Bachelor's, Master's, Post Bachelor's Certificates and Post Master's Certificates

Winston-Salem State University, a constituent institution of the University of North Carolina, is a historically black university recognized regional institution offering baccalaureate and graduate programs to a diverse student population. *U.S. News and World Report* has ranked WSSU among Top Public Comprehensive Colleges in the South - Bachelor's Category for the past nine years (2001-2009).

WSSU offers various fields of study including: Accounting; Art; Business Administration; Biotechnology; Chemistry; Economics, Education; Exercise Science; English; Finance; Gerontology; Health Sciences; History; Management; Marketing; Mass Communications; Nursing; Political Science; Psychology, Sociology; Social Work; Management Information Systems; Spanish; Mathematics; Molecular Biology; Music; Rehabilitation Studies; Sport Management; and Therapeutic Recreation.

Location: Winston-Salem, NC

Founded: 1892

Status: Public, Master's level coeducational institution

Approximate Enrollment: 6,500

Undergraduate Enrollment: 5,975

Graduate Enrollment: 467

Undergraduate Programs: More than 40

Graduate Programs: 10

Motto: "Enter to Learn, Depart to Serve."

School Colors: Red and White

Team Name: Rams

Conference: Central Intercollegiate Athletic Association (CIAA)

Full-Time Faculty: More than 400

Full-Time Staff: More than 800

Source: wssu.edu May 2010

