

2011-2012

ADVERTISING RATES & INFORMATION

2009-2010  
Newspaper of the Year  
Associated Press Managing Editors in Texas



# the **Baylor Lariat**

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*Baylor's Official Campus Newspaper*

254.710.3407

[www.baylorlariat.com](http://www.baylorlariat.com)

[Lariat\\_Ads@Baylor.edu](mailto:Lariat_Ads@Baylor.edu)

# The Baylor Lariat

2011-2012 Publication Schedule

254.710.3407

www.baylorlariat.com

Lariat\_Ads@Baylor.edu

Baylor University  
One Bear Place # 97330  
Waco, Texas 76798-7330

## Special Issues

### Fall 2011

Welcome Back • August 22  
Deadline • August 12

Parents Weekend • September 23  
Deadline • September 20

Homecoming • November 4  
Deadline • October 31

### Spring 2012

Welcome Back • January 18  
Deadline • January 11

All-University Sing • February 17  
Deadline • February 13

Graduation Edition • April 27  
Deadline • April 23

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>A</b> <b>u</b> <b>g</b> <b>u</b> <b>s</b> <b>t</b>
	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				
<b>**Welcome Back - August 22nd**</b>							

2011

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>S</b> <b>e</b> <b>p</b> <b>t</b> <b>e</b> <b>m</b> <b>b</b> <b>e</b> <b>r</b>
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11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30		
<b>**Parents Weekend - September 23rd**</b>							

2011

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>O</b> <b>c</b> <b>t</b> <b>o</b> <b>b</b> <b>e</b> <b>r</b>
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9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

2011

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>N</b> <b>o</b> <b>v</b> <b>e</b> <b>m</b> <b>b</b> <b>e</b> <b>r</b>
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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				
<b>**Homecoming - November 4th**</b>							

2011

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>D</b> <b>e</b> <b>c</b> <b>e</b> <b>m</b> <b>b</b> <b>e</b> <b>r</b>
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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	

2011

Deadline for Advertisement  
is no later than 3 days  
prior to the run date by 4 p.m.

(Deadlines include Scheduling, Ad Copy and Prepayment)



Please See Inserts and Post-Its for Special Deadlines

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>J</b> <b>a</b> <b>n</b> <b>u</b> <b>a</b> <b>r</b> <b>y</b>
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					
<b>**Welcome Back - January 18th**</b>							

2012

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>F</b> <b>e</b> <b>b</b> <b>r</b> <b>u</b> <b>a</b> <b>r</b> <b>y</b>
			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				
<b>**All-University Sing - February 17th**</b>							

2012

 **Publication Date**  
 **Special Issue**

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>M</b> <b>a</b> <b>r</b> <b>c</b> <b>h</b>
				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	
<b>**Spring Break - March 10th -18th**</b>							

2012

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>A</b> <b>p</b> <b>r</b> <b>i</b> <b>l</b>
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						
<b>**Graduation Issue - April 27th**</b>							

2012

Sun	Mon	Tues	Wed	Thur	Fri	Sat	<b>M</b> <b>a</b> <b>y</b>
		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			

2012

# Advertising Rates

## Display Advertising

**National Display Rate:** \$11.50 per column inch  
For businesses outside the Waco area

**National Agency Rates:** \$11.50 per column inch

**Local Business Rates:** \$10.50 per column inch

**Campus Rates:** \$9.50 per column inch  
(Baylor Departments and Organizations only)

**Non-Profit Rate:** \$9.50 per column inch  
(a non-profit organization must be able to show proof that it is, in fact, non-profit)

## Special Sections

**Thursday Coupon Page:** \$130 per 4 runs

Great Exposure for the Price! Place a 2x2 coupon on our Thursday Coupon Page for 4 consecutive weeks for a total of \$130.

**\*\*Must advertise a student/employee discount.**

**Fridays Worship Weekly:**

2x2 B&W: \$130 for 4 consecutive Fridays  
2x4 B&W: \$240 for 4 consecutive Fridays

Churches and places of worship are invited to open their doors to the Baylor students and Faculty. This option will help you to get the word out in order to grow your congregation or advertise an event.

## Discounts

**Frequency Rates:**

This applies only when all insertion dates are scheduled on the initial order. Additional ads placed after initial order will be charged at full open rate.

4 times/semester	_____	\$9.50 per CI
8 times/semester	_____	\$9.00 per CI
12 times/semester	_____	\$8.50 per CI
50+ times/semester	_____	\$8.00 per CI

**FREQUENCY DISCOUNTS ARE NOT AVAILABLE TO AD AGENCIES**

## Special Charges

**Color Charges:**

Charges are in addition to the cost for black & white space. Color cost is charged per day.

Full Color: ~~\$350.00~~ **New Discounted Price!** **\$199.00**

**Premium Positioning:**

20% of the total cost of the ad purchased.

Page 3 or the back page of the paper may be reserved. Ads smaller than half page are not eligible. First Come, First Served.

**Design Charges:**

20% of the the cost of the ad purchased.  
(minimum cost is \$10)

**Post Deadline Charges:**

Post Deadline Ad Copy Revisions: \$25  
Post Deadline Scheduling: \$50

**Post Deadline Cancellation:**

ALL ADS THAT ARE CANCELLED AFTER THE DEADLINE HAS PASSED WILL BE PAID IN FULL AND ISSUED **NO REFUND.**

## ROP Requirements:

**Minimum Size Overall:** 4 Column Inches  
**Minimum Width:** 2 Columns

\*Ad Rates are calculated in 1/2 inch increments.  
\*Advertisements more than 19 inches in depth will be charged for 21 inches

## Classified Ads

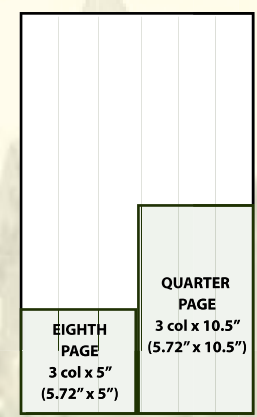
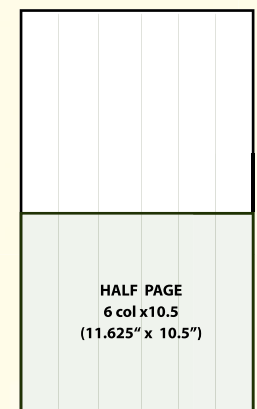
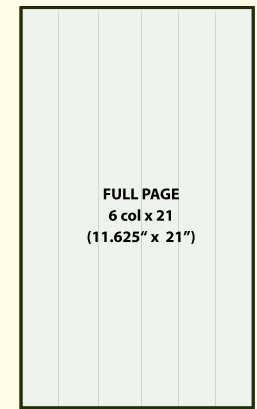
Lariat classified ad copy will not be accepted via telephone. Prices are listed per day.

First 10 words	_____	\$4.00
Each Additional Word	_____	\$0.40

**Classified Ad Enhancers:**

Box your Ad	_____	\$3.00 per day
Bolded Words	_____	\$0.50 per word

## Standard Sizing



Column Width Guide	
1 column width	= 1.8 inches
2 column width	= 3.72 inches
3 column width	= 5.72 inches
4 column width	= 7.68 inches
5 column width	= 9.65 inches
6 column width	= 11.625 inches

**Refer a Business and Get an Ad FREE**

When you refer another business you will receive the same size ad that they ordered for FREE.  
(Referral must be a NEW CUSTOMER and must mention what business they were referred by. Free Ad can be no larger than 15 column inches. Offer available only to customers who have advertised after January 1, 2011.)

All classified and display ad copy must be faxed to (254) 710-1714 or emailed to [Lariat\\_Ads@baylor.edu](mailto:Lariat_Ads@baylor.edu)

## Did You Know?

14,900 students attended Baylor in 2010,  
in addition to 2,310 Faculty & Staff Members.

**Baylor is the 2nd LARGEST employer  
in McLennan County.**

**\$72,000**

Average Salary of  
Full-Time Faculty

**\$3,800**

Average Personal Expenses  
Per Student in 2007-2008  
(travel included)

**\$1.39 Billion**

Baylor's estimated impact on  
the Waco Metropolitan Area in 2007-2008

\*Latest Available Numbers

**The Baylor Lariat is the ONLY publication  
especially targeted to this group!**

**15%**

of Waco's population is made up  
of Baylor Students, Faculty and Staff.

**65%**

of Students live off-campus.  
That means roughly 9,000 students  
are looking to furnish apartments  
each year.

**84%**

of entering freshmen return for their second year.  
That means REPEAT BUSINESS for your company.

**GROW YOUR BUSINESS.  
Advertise with the Baylor Lariat!**

## Inserts

### Pre-Printed Inserts:

*Daily Press Run is 6,000 Copies*

### \$75 per thousand

*There is a 6,000 insert minimum.*

*Minimum Size 3.5 x 5.5 inches*

*Maximum Size 10 x 12 inches*

### DEADLINE TO SCHEDULE INSERTS:

*2 Weeks Prior to the Run Date.*

*A PDF Sample of the insert is required  
upon scheduling the insert and must  
be approved.*

## Impact Notes

### Impact Notes (Post-Its):

*Daily Press Run is 6,000 Copies*

### \$85 per thousand - Center Spread

*There is a 6,000 insert minimum.*

*Impact Notes are Machine fed  
and must be wound to our  
printer's specifications. (WIND 3)*

### DEADLINE TO SCHEDULE :

*2 Weeks Prior to the Run Date.*

*A PDF Sample of the Post-It is required  
upon scheduling the Post-It and must  
be approved.*

### DEADLINE TO DELIVER INSERTS OR IMPACT NOTES TO OUR PRINTER:

*7 Days Prior to the Run Date.*

### \*Delivery to our Printer is the Customer's Responsibility.

#### Deliver to:

Austin American-Statesman  
Attn: For Baylor Lariat  
305 South Congress Ave.  
Austin, TX 78704-1200

#### \*Special Instructions:

- All deliveries must be marked with the **piece count, name of business and insertion date.**
- Any piece that requires hand insertion will be charged an additional fee of \$100.

## Sponsorships

*Sponsorship is available  
for the following:*

### Sports Section

### Crossword & Sudoku

### Special Sections\*

*\*If you are interested  
please contact us to  
inquire about upcoming  
special sections.*

**Please contact us if you are  
interested in a sponsorship.  
254-710-3407**

## Online Advertising

*Our online advertising is not available  
for purchase. Clients are offered online  
advertising space FREE of charge  
as part of our advertising tier system.*

**Bruiser Advertisers - \$2,000**

**Gold Advertisers - \$1,250**

**Green Advertisers - \$750**

*Tier qualification is based on  
advertisement purchased to run  
during the qualifying month.*

## Advertising Rates

All proofs must be emailed to  
Lariat\_Ads@baylor.edu

## Color Requirements

**PLEASE DESIGN ALL ADS IN CMYK OR GRAYSCALE. ANY CONVERTED ADS MAY BE RASTERIZED.**

1. The Baylor Lariat in no way guarantees the color quality of any color ad that we print. The best that we can do is approximate the best colors for you to use. There may be drastic discrepancies between how your ad looks on a computer and how it appears in print.
2. We do not use Pantone inks. Our printer uses its own premixed inks for spot colors. If your ad contains a Pantone spot color plate (or if you want us to print your ad with a specific Pantone color), we can only approximate the desired Pantone color from the colors available to us. The "spot" colors used by our printer are mixtures of **CMYK** process colors (cyan, magenta, yellow and black)
3. We are happy to try to make your existing ad conform to our color scheme, but please remember the following guidelines when submitting digital files for color correction:

- All spot color ads must be sent in native application files, preferably as unflattened Photoshop documents with text in its own layer.
- Resolution must be set to a minimum of 150 at the time the ad is designed for best quality. Anything lower than that will print with poor quality. The ad will run as is if low resolution is not corrected by deadline.
- We cannot accept files larger than 7 megabytes via e-mail. You may send larger files by CD, compression, or contact us for instructions to upload on our FTP site.
- If you are submitting a document in its native format, please be sure to send all the fonts you have used - including screen fonts - and any images associated with the file that have not been embedded.

## Electronic Requirements

Although we accept many file formats, including JPEG, EPS, and TIFF, we prefer that you e-mail your ad to us in PDF format. If you cannot convert your file to a PDF, you may send us your ad in its original application.

We accept the following applications: PageMaker 6.5 and 7.0; Photoshop; QuarkXPress 4.0; InDesign; Microsoft Word; Illustrator and FreeHand 10.

**WE DO NOT ACCEPT DOCUMENTS CREATED IN MICROSOFT PUBLISHER.**

If you cannot send us your ad in any of the file formats listed above, make sure you send us all fonts and images used in the creation of your original document.

**NOTE: Keep in mind that we charge additional fees for any excessive amount of time that we spend correcting problematic ads. If you have any further questions about how you should prepare your ad for print, please call (254) 710-3407 or e-mail Lariat\_Ads@Baylor.edu.**

## Payment Information

**Prepayment is required by deadline without exception.**

We accept Visa, Mastercard, and Discover via telephone at (254) 710-3407. We also accept American Express, but only for purchases of \$100 or more.

Make Checks payable to "**Baylor Lariat Advertising**" and mail to

**Baylor Lariat Advertising  
Baylor University  
One Bear Place #97330  
Waco, Texas 76798-7330**

Publication Day	Day of Deadline
<b>TUESDAY</b>	<b>4 p.m. THURSDAY</b>
<b>WEDNESDAY</b>	<b>4 p.m. FRIDAY</b>
<b>THURSDAY</b>	<b>4 p.m. MONDAY</b>
<b>FRIDAY</b>	<b>4 p.m. TUESDAY</b>

## Payment Terms

1. All advertisements must be prepaid by deadline without exception.
2. The regulations, prices and deadlines set forth in this rate and information schedule apply to all advertisers.
3. Any checks that are returned with insufficient funds will be charged a \$25 fee, and the customer will no longer be allowed to pay with a check.
4. All rates are net (non-commissionable) to the newspaper. It is the responsibility of all agencies to figure their own commissions and discounts in addition to this net rate.
5. Payment past deadline will be charged a \$40 billing charge.

# Payment

**YOU  
MUST  
PRE-PAY!**

## Policies

## Policies

- 1. The Baylor Lariat reserves the right to reject or revise any advertising deemed to adversely affect the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to most of the readers served by the newspaper, be in conflict with the Christian educational mission of Baylor University or falsely imply endorsement by the university.*
- 2. The Baylor Lariat does not accept advertisement for any type of alcoholic beverage, coupon books, weapons, credit cards without credit checks, research papers, personals (including adoptions), contraceptives, insurance policies, law firms seeking suit, sperm/ovum donations, tobacco, or any advertisement related to abortions.*
- 3. Place and page position requests will be honored if possible. Only page 3 and the back page can be reserved and guaranteed with an additional charge of 20 percent. This applies only to half-page and full-page ads.*
- 4. The sole responsibility for the content of an advertisement lies with the advertiser, who unconditionally agrees to hold The Baylor Lariat harmless should a claim arise and to pay for any and all expenses incurred as a result of publication of an ad. Should an ad not be published as ordered, The Baylor Lariat cannot be responsible for any losses or damages caused as a result. Should there be an error in an ad, The Baylor Lariat's liability is limited to the amount paid for the portion of the ad containing the error.*
- 5. Because of the costs associated with redesigning the newspaper after the advertising deadline, advertising canceled after the deadline will be charged in full. In addition, changes to ads after the deadline will be subject to additional charges and in some cases, may not be possible.*
- 6. Make-goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Baylor Lariat of significant errors. The Baylor Lariat will be responsible for first-run errors only.*
- 7. Proofs are available upon request by 10 a.m. one business day before publication. All corrections or changes must be received no later than 2:30 p.m. one business day before publication.*
- 8. A charge of \$2 per column inch will be made for ads created at customer request and then canceled without the insertion.*
- 9. The Baylor Lariat is not responsible for errors when copy is submitted after deadline, when a proof has been approved by the advertiser or when "camera ready" copy containing errors has been supplied by the advertiser.*