

2013-2014

Since 1900
the Baylor Lariat
Baylor's Official Campus Newspaper

Advertising Rates and Information

**Check out our
New Advertising
Package deals
on Page 4!
and BOGO FRIday
is Back!**

**(254)710-3407
www.BaylorLariat.com
Lariat_Ads@Baylor.edu**

Sun	Mon	Tues	Wed	Thur	Fri	Sat	A u g u s t
				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	

2013

Welcome Back - August 26th

Sun	Mon	Tues	Wed	Thur	Fri	Sat	S e p t e m b e r
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						

2013

Parents Weekend - September 20th

Sun	Mon	Tues	Wed	Thur	Fri	Sat	O c t o b e r
		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			

2013

Homecoming - October 18th

Sun	Mon	Tues	Wed	Thur	Fri	Sat	N o v e m b e r
					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	

2013

Thanksgiving Week - No Publication

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

2013

Last Day of Fall Publication December 6th

Sun	Mon	Tues	Wed	Thur	Fri	Sat	J a n u a r y
			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		

2014

Welcome Back - January 22nd

Sun	Mon	Tues	Wed	Thur	Fri	Sat	F e b r u a r y
						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		

2014

All-University Sing - February 21st

Sun	Mon	Tues	Wed	Thur	Fri	Sat	M a r c h
						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	

2014

Spring Break - March 8th -16th

Sun	Mon	Tues	Wed	Thur	Fri	Sat	A p r i l
		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				



2014

***Stompfest - April 4th**
Diadeloso - April 10th*

Sun	Mon	Tues	Wed	Thur	Fri	Sat	M a y
				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	

2014

Graduation Issue - May 2nd

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

the **Baylor Lariat**

2013-2014 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 2013

Welcome Back • August 26
 Deadline • August 14

Parents Weekend • September 20
 Deadline • September 17

Homecoming • October 18
 Deadline • October 15

Spring 2014

Welcome Back • January 22
 Deadline • January 15

All-University Sing • February 21
 Deadline • February 18

Graduation Edition • May 2
 Deadline • April 29

Deadlines

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

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

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

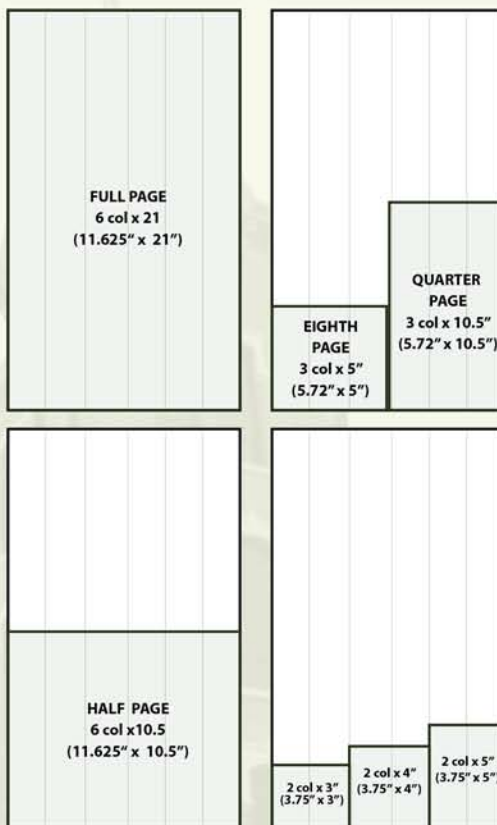
Each Additional Word _____ \$0.40

Classified Ad Enhancers:

Box your Ad _____ \$3.00 per day

Bolded Words _____ \$0.50 per word

Standard Sizing



Advertising Rates

All classified and display ad copy must be faxed to (254) 710-1714

or emailed to

Lariat_Ads@baylor.edu

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.

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

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. (Fanfolded Flat -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.

*The client will be charged for the amount of issues being printed on a given run date, not the amount of inserts/impact notes printed by the client.

Sponsorships

Sponsorship is available for the following:

Sports Section \$460/wk

Crossword & Sudoku \$180/wk

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**

**All proofs must be emailed to
Lariat_Ads@baylor.edu**

FREE Online Advertising

Clients are offered online advertising space FREE of charge as part of our advertising tier system.



Bruiser Advertisers - \$1,500

Gold Advertisers - \$1,000

Green Advertisers - \$600

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

NEW

Advertising Packages

Create an advertising campaign which utilizes our Display, Classified and online resources to reach your target market.

***Packages not available to Agencies**

Package #1 - \$350.00 per week

- 3 - 2 column x 3 inch display ads
- 1 - 3 column x 5 inch display ad
- 4 - classified ads up to 25 words
- 1 week of online advertising
- Green Positioning

Package #2 - \$575.00

- 2 - 2 column x 3 inch display ads
- 1 - 3 column x 5 inch display ad
- 1 - Quarter Page Ad
- 1 month of classified ads of up to 25 words
- 1 month of online advertising
- Gold Positioning

Package #3 - \$875.00 per month

- 2 - Quarter or 4 - Eighth Page display ads
- 1 month of coupons in the coupon section
- 1 month of classified ads of up to 25 words
- 1 month of online advertising
- Gold Positioning

*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.

Package #4 - \$1,325

- 4 - Eighth Page display ads (or 2 quarter)
- 2 - Quarter Page Ads (or 1 half)
- 1 month of classified ads of up to 25 words
- 1 month of online advertising
- Gold Positioning

Additional Rates

All Proofs must be emailed to
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
TUESDAY	4 p.m. THURSDAY
WEDNESDAY	4 p.m. FRIDAY
THURSDAY	4 p.m. MONDAY
FRIDAY	4 p.m. TUESDAY

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.

**YOU
MUST
PRE-PAY!**

**BOGO FRIDAY
is BACK!**

Run an ad on
Tuesday, Wednesday, or Thursday
and get Friday half off!

Good for the 2013-14 academic
year ONLY. Ads must be at least
8 column inches in size.

Offer Valid thru May 2, 2014
Only available for local businesses.
Offer not valid in combination
with any other offer.

Payment

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.

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.