

The Daily Barometer

2011-2012 Advertising Rates & Information



OSU

Oregon State
UNIVERSITY

The Daily Barometer

118 MEMORIAL UNION EAST
OREGON STATE UNIVERSITY
CORVALLIS, OR 97331-1614
DAILYBAROMETER.COM

541-737-2233 DISPLAY ADVERTISING
541-737-6372 CLASSIFIED ADVERTISING
541-737-4999 FAX

2011-12 ADVERTISING RATES

Personnel

Editor, Brandon Southward, 541-737-3191
Business Manager, B. Levi Downey, 541-737-6373
Adv. & Mktg. Director, Kami Hammerschmith, 541-737-6379
Production Manager, Phil McClain, 541-737-6374

National Advertising Representatives

Representatives for national advertising are:

- Re:Fuel / Alloy Media & Marketing, 212-401-0070
- Campus Media, 952-854-3100
- Zim², 818-789-3400
- Oregon Newspaper Advertising, 503-624-6397
- Smart Buy, 541-346-3712

Place ads in OSU, UO, PSU with one order, and one bill

Terms of Payment

New Accounts:

New accounts must pay in advance for advertising for 30 days. After 30 days a charge agreement can be completed to establish a billing account with the OSU Office of Business Affairs.

Cash with Copy:

Advertising of a regional, political, entertainment or transient nature, and advertising placed by student organizations must be paid for in advance.

National Advertising:

National advertising not placed through the representatives listed above is accepted on a pre-paid basis only.

Visa and MasterCard accepted.

Policies

Refunds or Credits:

To be considered for credit, claims based on real damages must be made to the Business Manager not more than seven days after the first publication of the ad. Refunds or credits are given for the first incorrect insertion only, and are limited to the portion of the advertisement in error. Refunds or credits shall not exceed the total cost of the advertisement in error.

Minor typographical errors that do not substantially change the meaning of an ad will not be automatically construed as damaging to the advertiser or to the effectiveness of the ad and do not constitute real damages.

Financial Obligations:

If credit has been established, *The Daily Barometer* will send an invoice after publication. Further billing is handled by the OSU Office of Business Affairs; they will send monthly statements which include a 1% per month interest charge on any unpaid balances.

Late Copy:

Copy must be submitted before the space reservation deadline. Late reservations and late copy are subject to a \$10 late fee. *The Daily Barometer* does not accept responsibility for errors made on advertising submitted after deadline. Advertising cancelled after the advertising deadline will be subject to a minimum \$10 fee or \$1 per column inch, whichever is greater.

Run of Paper / Pre-Print Rates

(rates per column inch)

Local Retail Display/Open Rate

(minimum size 4")

4-125 inches	\$8.50
126-300 inches	\$8.25
over 300 inches	\$7.50

University Rate \$8.25

(Recognized student organizations and departments only)

Regional Rate \$10.75

National Rate \$15.50

Classified display advertising

Available in three sizes:

1 inch, \$15; 2 inches, \$23; 3 inches, \$30.

Rates are effective throughout the school year, but are subject to change based on newsprint price increases.

Pre-printed Inserts: (rates per thousand)

Local Advertisers:

1-4 pages	\$60
5-8 pages	\$65
9+ pages	\$75

Regional/National Advertisers:

1-4 pages	\$70
5-8 pages	\$75
9+ pages	\$85

Pre-print rates are non-commissionable.

The Daily Barometer accepts a minimum of 7,000 pre-prints, a maximum of 8,000; minimum size is 5" x 8", and maximum size 8½" x 11".

Deadline:

To arrange for inserts, *The Daily Barometer* Business Manager must be notified one week in advance of desired insertion dates. Inserts must be delivered to Western Oregon Web Press, 263 29th Avenue SW, Albany, OR 97322, at least two working days before scheduled insertion date.

Color Rates

One color.....	\$60
Full-(four) color	\$280

Special R.O.P. Units

Double-Truck Advertisements:

Full double-truck measures 21 $\frac{7}{8}$ " x 16 $\frac{1}{2}$ ". Rate is based upon 198 inches. Double trucks less than 10 inches tall will be charged for the page gutter ($\frac{3}{4}$ inch) as one column.

Special Services

Production Charges:

Graphics Handling (image scans, editing, search).....	\$5.00
Advertising photos taken	\$10.00
Artwork.....	by quotation
Reproduction prints of finished ads	\$10.00

Proofs:

Upon request, advertisement proofs will be supplied for advertisements larger than six inches, if copy is submitted five working days prior to publication.

Tearsheets:

If requested, tearsheets will be provided on a monthly basis for 4-inch or larger display ads. Tearsheets are not usually sent for classified advertising — if required, send a self-addressed stamped envelope along with order.

R.O.P. Depth Requirements

Advertising Exceeding 13 $\frac{1}{2}$ Inches:

Advertising exceeding 13 $\frac{1}{2}$ inches in height, but less than 16 $\frac{1}{2}$ inches will be charged for the full 16 $\frac{1}{2}$ inch page depth and floated in the remaining space.

Minimum Size:

Advertising less than 4 column inches is considered to be classified display advertising. Classified display ads have fixed rates, and will be placed on the classified ad pages.

Contract & Copy Regulations

Placement:

The Daily Barometer cannot guarantee the position of any advertisement within the newspaper. Every effort is made to honor position requests when possible. No refunds or credits will be made for unfulfilled position requests.

Advertising not Accepted:

The Daily Barometer strives to publish material that will serve the university community as a whole. *The Daily Barometer* reserves the right to reject advertising that may be offensive or in poor taste, states or implies discrimination, is fraudulent, deceptive, obscene or an incitement to violate national, state, or local laws.

Advertising/Editorial look-alikes:

Advertising resembling editorial material must contain the word "Advertisement" at the top. Inserts resembling editorial material must carry the notation "This entire supplement is paid advertising" at the top of the cover.

Closing Times

Issue:	Deadline:
Monday	Wednesday . . . 5:00 p.m.
Tuesday	Thursday. 5:00 p.m.
Wednesday	Friday 5:00 p.m.
Thursday	Monday 5:00 p.m.
Friday	Tuesday 5:00 p.m.

Mechanical Measurements

Columns are 10 picas wide (1 $\frac{5}{8}$ inches) with a 9 point gutter ($\frac{1}{8}$ inch) between columns. A full page is 6 columns (63 picas 9 points) by 16 $\frac{1}{2}$ inches. (99 inches). Offset printing is used.

Columns:	1	2	3	4	5	6
Picas/Points:	10	20p9	31p6	42p3	53	63p9
Inches:	1.66	3.45	5.25	7.00	8.83	10.62
	1 $\frac{5}{8}$	3 $\frac{3}{8}$	5 $\frac{1}{4}$	7	8 $\frac{3}{4}$	10 $\frac{5}{8}$

Special Classification Rates

Coupon Clip-It Issues:

The Daily Barometer publishes a coupon issue each term during the school year in which advertisements will be available at special rates.

Renter's Guide:

The Daily Barometer publishes a Corvallis Renter's Guide every Spring Term. Advertisements will be available at special rates. (Monday, May 1, 2012)

Classified Ad Rates

Classifieds may be placed online at dailybarometer.com, and must be prepaid. Deadline is 2 p.m., one business day prior to publication.

Print Ads:

15 words or less, per day	\$3.75
Each additional word, per day	\$0.25
10 days.....	25% off
20 days.....	50% off

On-line Ads:

Per month	\$.25
Free to faculty, staff, and students with an @onid.orst.edu e-mail	

Circulation – 8,000

The Daily Barometer is distributed free to approximately 120 locations throughout the OSU campus and Corvallis.



The Daily Barometer 2011-2012 PUBLISHING DATES

<p>SEPTEMBER 2011</p> <p>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</p>	<p>OCTOBER 2011</p> <p>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</p>	<p>NOVEMBER 2011</p> <p>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</p>
<p>DECEMBER 2011</p> <p>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</p>	<p>JANUARY 2012</p> <p>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</p>	<p>FEBRUARY 2012</p> <p>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</p>
<p>MARCH 2012</p> <p>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</p>	<p>APRIL 2012</p> <p>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</p>	<p>MAY 2012</p> <p>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</p>
<p>JUNE 2012</p> <p>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</p>	<p>JULY 2012</p> <p>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</p>	<p>AUGUST 2012</p> <p>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</p>

Special Issues

Fall Term

Back-to-School	Sept. 19
First Daily Issue	Sept. 26
Coupon Clip-It!	Oct. 17
OSU Dad's Weekend	Nov. 4
Homecoming	Nov. 18
Last Issue	Dec. 2

Winter Term

First Issue	Jan. 10
Coupon Clip-It!	Jan. 30
Valentine's Day	Feb. 14
Last Issue	March 16

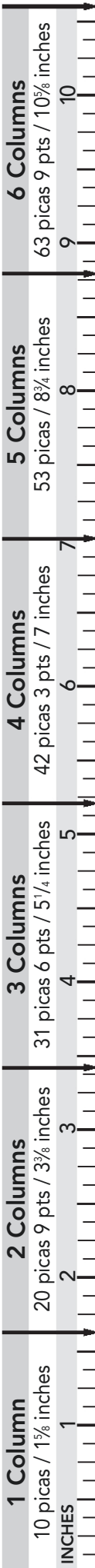
Spring Term

First Issue	April 3
Coupon Clip-It!	April 16
Renter's Guide	May 1
Mom's Weekend	May 4
Mom's Saturday Special	May 5
*Advertising-only issue	
Last Issue	June 8

Summer Term

First Weekly Issue	June 27
Last Weekly Issue	Aug. 15

Early deadlines apply for special issues. Contact your advertising sales representative for additional details.



OSU Market Demographics & Daily Barometer Readership...

23,761 students (2010)

18,409 are undergraduates

48% female

52% male

68% between the ages of 18 & 25

21% of undergraduates are freshmen

81% live off-campus

Students represent 36 Oregon counties, 50 states and 88 countries

5,479 faculty & staff
(June 2011)

Monthly Payroll

\$3,315,000
students

\$21,930,000
faculty & staff

Demographic figures from OSU Institutional Research.



More than **10,000** undergraduates spend an average of **2.2 hours** per week reading *The Daily Barometer*

20% pick up the paper every day

25% use The Daily Barometer to learn about campus events

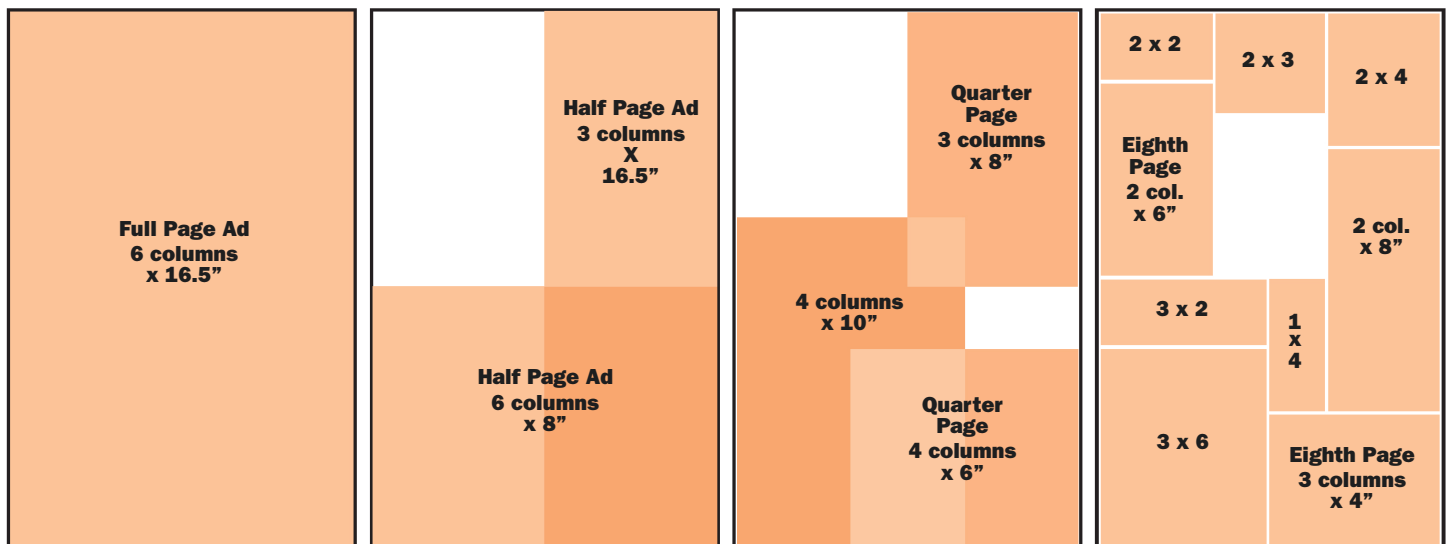
60% trust newspapers more than other traditional media or social media

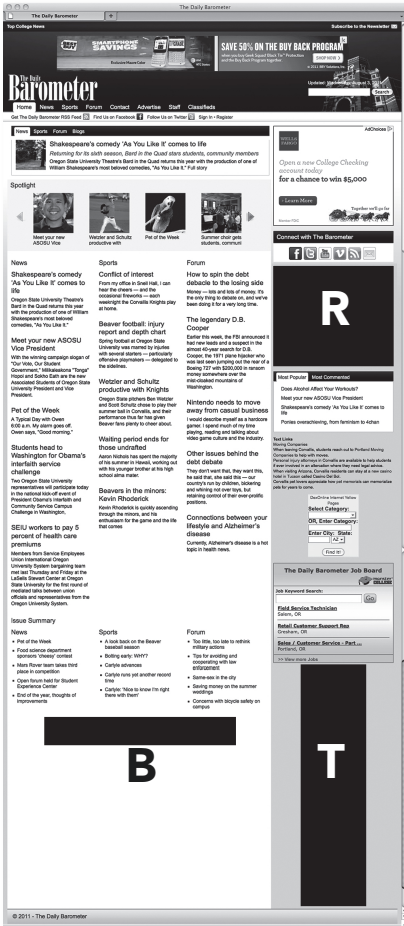
Each copy gets read **1.7 times**

77% read The Daily Barometer **3.7 times per week**

Daily readership figures from a Winter 2011 Student Media Survey; weekly figure from a Fall 2008 StudentVoice survey.

Choose the ad size that best meets your needs...





Enhance your online presence by advertising on **dailybarometer.com**



90,000+
average monthly site views
(June 2011)

R Free Rectangle available. 300x250 pixels	Right hand column, 2 available	\$100 week	\$360 month
T Tower 160x600 pixels	Right hand column, 1 available	\$85 week	\$300 month
B Banner 468x60 pixels	Across bottom center of page, 1 available	\$75 week	\$270 month

Click-through ads are an additional \$20/week.

Up to five rotating ads per location. Week runs from Monday through Sunday. Deadline: Tuesday of the week before ad appears. Ask about CPM pricing for customized online placements.

Special Print Edition Options

You • can • do su • do • ku

Select a day of the week to sponsor the su•do•ku puzzle in the Daily Barometer.

- Sponsorship is \$50/week for a 2 column x 2 inch ad.
- Sponsorships sold by the term on a first-come first-served basis.
- A term su•do•ku sponsorship is \$500 — 10 ads total.

Your ad here... EVERY WEEK!

Today's su • do • ku

Hard

8		6	4
4			1 7 8
2	3	8	
		2 9	5
3			4
9		1 7	
	6		7 2
7 6 1		4	
3	7		1

To play: Complete the grid so that every row, column and every 3x3 box contains the digits 1 to 9. There is no guessing or math involved, just use logic to solve.

Create and solve your Sudoku puzzles for FREE.
 Play Sudoku and win prizes at: **PRIZESUDOKU.COM**
The Sudoku Source of the "Daily Barometer"

Coupon Clip-It!



Published once each term:
October 17, 2011
January 30, 2012
April 16, 2012

Only \$50/coupon!

Ad submission deadline is one week prior to publication date.

