Advertising Guide 2012- 2013

Connecting your business to the University of Portland community

THE BEACON

University of Portland's award-winning student newspaper

2012- 2013 PUBLICATION DATES

Fall Semester

Ad Submission Deadline	Publication Date
August 27	August 30
Sept. 3	Sept. 6
Sept. 10	Sept. 13
Sept. 17	Sept. 20
Sept. 24	Sept. 27
Oct. 1	Oct. 4
Oct. 8	Oct. 11
Oct. 22	Oct. 25
Oct. 29	Nov. 1
Nov. 5	Nov. 8
Nov. 12	Nov. 15
Nov. 26	Nov 29

Spring Semester

Ad Submission Deadline	Publication Date
Jan. 21	Jan. 24
Jan. 28	Jan. 31
Feb. 4	Feb. 7
Feb. 11	Feb. 14
Feb. 18	Feb. 21
Feb. 25	Feb. 28
March 4	March 7
March 18	March 21
March 25	March 28
April 1	April 4
April 8	April 11
April 15	April 18

Ad Rates:

Local Rate (billing address must be in Portland Metro area): **$5.00 per column inch**

National Rate (billing address outside of Metro area): **$8.00 per column inch**

UP Rate (on-campus account number required for billing): **$1.00 per column inch**

Non- profit organizations receive 10 percent off the standard local or national rate.

Ad submission deadlines: Mondays at 5 p.m. for ads intended for the Thursday newspaper.

Discount Policy

Short-Term Large Ad Discounts:

	Commitment	Discount
¼ Page Ad		
	5 Issue	5%
	7 Issue	10%
½ Page Ad		
	3 Issue	5%
	5 Issue	10%
	7 Issue	15%
Full Page		
	3 Issue	10%
	5 Issue	15%
	7 Issue	20%

Long Term Ad Discounts:

Full Year/Semester Ad Discounts: An advertising commitment of more than twelve issues is required.

1/4 Page Ads - or – Smaller will receive a 15% discount on their advertising total

1/2 Page Advertisements will receive a 20%discount on their advertising total

Full Page Advertisement will receive a 25% discount on their advertising total

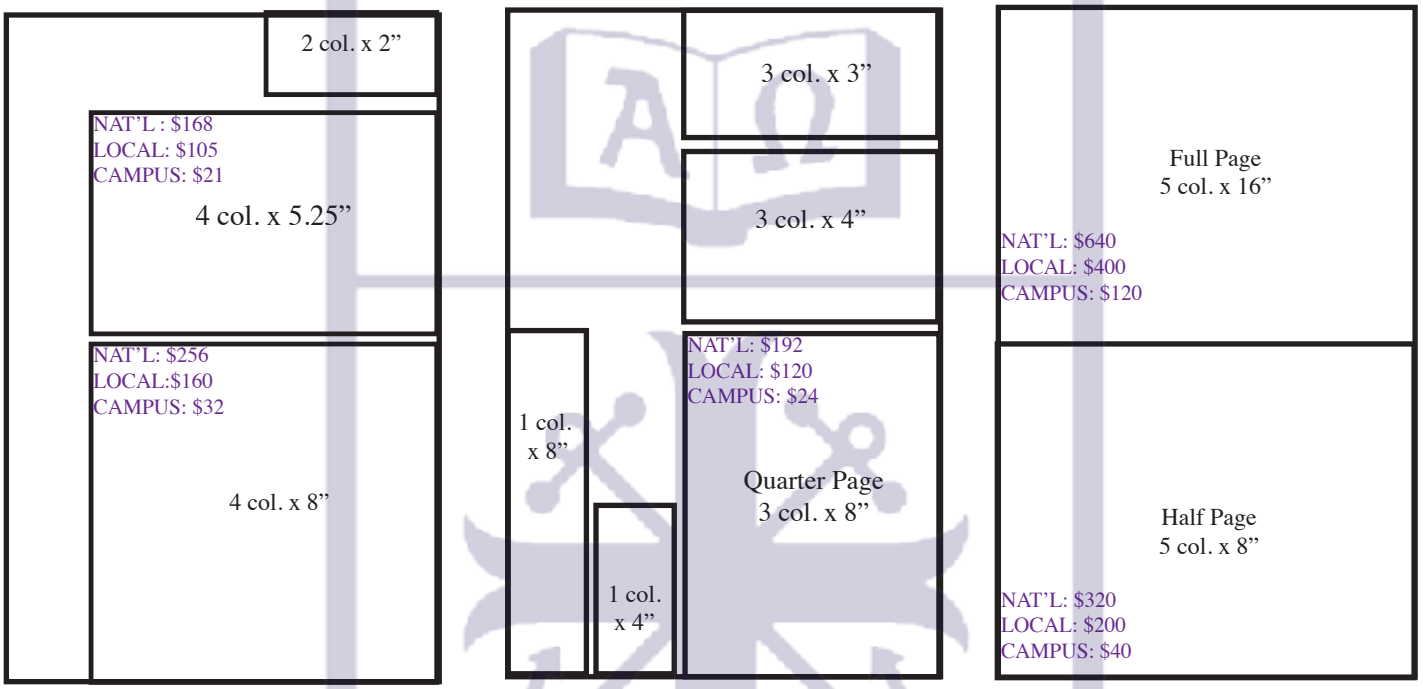
If an advertiser wishes to obtain a short-term discount, all ads agreed upon must be fully paid before the second issue featuring the advertisement is published.

The Beacon
University of Portland
5000 North Willamette Blvd.
Portland, OR 97203-5798
www.upbeacon.net

Contact:

Advertising & Business Manager
Morgan Rapozo: (808) 987-8341
beaconads@up.edu

Sample Sizes and Prices



Column Sizes

5 columns wide by 16 inches high

	Inches	Fractions
1 column	1.875”	1 7/8”x1”
2 columns	3.875”	3 7/8”x1”
3 columns	5.9375”	5 15/16” x1”
4 columns	7.9375”	7 15/16” x1”
5 columns	10.00”	10” x1”

Ad Requirements

All ads *must* be in *.pdf, jpeg or tiff with at least 300 dpi (camera-ready/high quality).*
Microsoft Publisher and Word are unacceptable.
All ads must be black and white and submitted in the size in which they are to appear.
Width of ads must correspond to numbers of columns.

PLEASE NOTE: *Ads submitted in incorrect formats or dimensions will be subject to a $20 redesign fee.*

Online advertising on The Beacon’s website available on a limited basis starting in Oct 2012.
Contact beaconads@up.edu for details.

Need your ad designed?

- A Beacon graphic designer will design your ad for an additional $30.
- Design requests are due by 5 p.m. Thursday, one week prior to publication of the ad.

Who We Are

The Beacon, the official student-run newspaper of the University of Portland in Portland, Oregon, publishes every Thursday, excluding breaks, holidays, and examination periods. Its print circulation is 1700.
Digital (PDF) versions of the print issue - including ads- appearing on http://issuu.com/thebeacon_univ_of_portland average an additional 2000 readers per week.

Beacon readers are students, prospective students, faculty and staff, parents, alumni and neighborhood residents.
In the past three years, The Beacon has won awards from the Society of Professional Journalists, Associated Collegiate Press and the Oregon Newspaper Publishers Association.

Population:

Students: 3,810
Staff: 774

Most Popular Majors:

Nursing
Finance
Biology
Marketing & Management

Advertising Policy

Content Guidelines:
All advertising is subject to the approval of *The Beacon*. *The Beacon* reserves the right to reject any advertisement. *The Beacon* will not knowingly print ads that are defamatory or discriminatory towards any individual or group, contain plagiarized work, or violate local, state, or federal laws.

Errors/ Makegoods:
For an ad to be considered for any type of makegood, advertisers must notify *The Beacon* within seven days of receiving a tearsheet for the ad or placement in question. An original copy of the ad materials confirmed to be correct and final and instructions as to the error must be submitted to the advertising manager before any makegood will be considered.

Payment Deadlines:
Payment for advertisements are due no later than 30 business days after the publication of the ad. 15% of the original ad cost will be added for each week past due. Billing is done weekly.

Ad Deadlines:
All camera-ready ad orders and materials must be received by 5 pm the Monday prior to publication on Thursday. All ads requiring deign are due by 5 p.m. on Thursday, one week prior to publication. All advertisements are subject to space availability.

Important:
By advertising in *The Beacon*, the advertiser accepts and is bound to the terms set forth in this rate card. *The Beacon* reserves the right to change its advertising policies and rates at any time.

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