

Contact Information

The Herald

P.O. Box 1930
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ASU-Jonesboro
State University, AR 72467
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rachel.meredith@smail.astate.edu
www.asuherald.com

Staff

Ad Manager: Rachel Meredith, rachel.meredith@smail.astate.edu

Business Manager: Jana Waters, jana.waters@smail.astate.edu

Sales Reps:

Carrington Pittman, carrington.pittman@smail.astate.edu

Natalie Marcus, natalie.marcus@smail.astate.edu

Jordan Jones, jordan.jones@smail.astate.edu

Adviser: Bonnie Thrasher, bthrasher@astate.edu

Policies

· Advertising not accepted: Alcoholic beverages, tobacco, fire arms advertising, adoption, adoption services, abortion, abortion services, "work at home" offers, contraceptives, financial aid services.

· The Herald reserves the right to edit or reject any advertising deemed objectionable, whether in subject matter, illustration or phraseology.

· All advertising that resembles editorial copy must be marked "advertisement."

· Errors: Every effort is made to avoid errors including offering proofing services to the advertiser. Errors that occur in an ad that has been proofed by the advertiser will not be corrected at the expense of The Herald.

Errors in ads that are the fault of The Herald's advertising staff will be corrected if the error is substantial and is likely to contribute to loss of business for the advertiser. For example, an incorrect phone number or price will be corrected. A misspelled street name will not be corrected.

· **Cancellation date:** 3 working days prior to publication. Cancellations made after cancellation date will be billed in full.

Display Rates

All rates expressed *per column inch*, based on a 6-column page. (ad height x no. of columns covered in width x ad rate = cost)

Student/campus. \$6 per column inch
(Student organization must be listed in the Undergraduate Bulletin to qualify for this rate.)

Local. \$7 per column inch

National. \$7.25 per column inch

Combination. \$6.75 per column inch
(Same ad/no changes—in multiple editions)

Ad size	1/8 page	1/4	1/2	Full
Campus	\$96	\$193	\$387	\$774
Local	\$112	\$225	\$451	\$903
National	\$116	\$233	\$467	\$935
Combo	\$92	\$185	\$370	\$870

· Cancellations after the cancellation date will be billed in full.

· No free-standing inserts accepted.

· Web advertising is available.

Measurements

· Printing method: offset (85 line)

· six column format

· column widths:

one column 1.75"
two columns 3.5"
three columns 5.5"
four columns 7.25"
five columns 9.25"
six columns 11"

heights:

full page 21.5"
1/2 page 10.75"
1/4 page 5.5"

Minimum acceptable size:

1 column wide by 2 inches tall.

Ads exceeding 15 inches in depth will be charged full depth (21.5 inches)

Color Rates

- Full (4-page issues only) and Spot color available.
- No exact page placement guarantees.
- Flat charge for spot color up to full page size. Use black and white line rate plus \$80.
- Full color Rate: Line Rate plus \$200.
- Printed materials deadline: minimum of 5 business days prior to publication date.
- Cancellation date: 3 working days prior to publication.

Deadlines/Submission

Advertising space is sold on a first-come, first-served basis. Some issues may sell out.

· Cancellation date: 3 working days prior to publication.

(Cancellations made after cancellation date will be billed in full.)

· Ads from national representatives must be submitted as a PDF file via email to rachel.meredith@smail.astate.edu. All advertisers are encouraged to submit ads via e-mail.

Acceptable formats:

Macintosh

InDesign

EPS, TIFF or PDF

Do not forget to attach all fonts and graphics.

Please contact ad manager for additional information about ad submission.

Credit must be established with our office before charges can be made for display ads. All bills are due and payable upon receipt.

Advertising will be discontinued for advertisers with unpaid bills.

Terms of Payment

Credit must be established with our office before charges can be made for display ads. All bills are due and payable upon receipt.

Advertising will be discontinued for advertisers with unpaid bills.

Classified Rates

Classified advertisements are accepted on a pre-paid basis only and are non-refundable.

Each publication of an ad up to 25 words — \$5.

Each additional word — add 10¢.

You can submit the ad through the mail with a check or bring the ad with check or cash to:

Herald Ad Office

Room 226, Communications Building.

Special Classifications/Rates

Position charges: No charges, no promises.

Production charges: None

Political: Cash with copy.

Special Services

Minimum acceptable size:

1 column wide by 2 inches tall.

Ads exceeding 15 inches in depth will be charged full depth (20 inches)

Reader Information

Enrollment

Total 13,415

Undergraduate 10,051

Graduate 3,364

Students

Female 8,179

Male 5,236

Non-Caucasian 2,689

Age

Under 25 7,889

25 & over 5,526

Faculty 495 Staff . . . 1,024

*All information taken from 2009-2010 Factbook produced by the ASU Office of Institutional Research and Planning.

Circulation

The Herald distributes 5,000 issues to 26 locations on the Arkansas State University Campus.

Publication Schedule

Fall 2011

Classes start Mon., Aug. 22

Aug. 29 - Monday
Sept. 1 - Thursday
Sept. 5 - **No Paper**
Sept. 8 - Thursday
Sept. 12 - Monday
Sept. 15 - Thursday
Sept. 19 - Monday
Sept. 22 - Thursday
Sept. 26 - Monday
Sept. 29 - Thursday
Oct. 3 - Monday
Oct. 6 - Thursday
Oct. 10 - Monday
Oct. 13 - Thursday
Oct. 17 - Monday
Oct. 20 - Thursday
Oct. 24 - Monday
Oct. 27 - Thursday
Oct. 31 - Monday
Nov. 3 - Thursday
Nov. 7 - Monday
Nov. 10 - Thursday
Nov. 14 - Monday
Nov. 17 - Thursday
Nov. 21 - **No paper**
Nov. 24 - **No paper**
Nov. 28 - **No paper**
Dec. 1 - Thursday
Dec. 5 - Monday
(25 issues)

Spring 2012

Classes start Tues., Jan. 17

Jan. 23 - Monday
Jan. 26 - Thursday
Jan. 30 - Monday
Feb. 2 - Thursday
Feb. 6 - Monday
Feb. 9 - Thursday
Feb. 13 - Monday
Feb. 16 - Thursday
Feb. 20 - Monday
Feb. 23 - Thursday
Feb. 27 - Monday
March 1 - Thursday
March 5 - Monday
March 8 - Thursday
March 12 - Monday
March 15 - Thursday
March 19 - **No paper**
March 22 - **No paper**
March 26 - **No paper**
March 29 - Thursday
April 2 - Monday
April 5 - Thursday
April 9 - Monday
April 12 - Thursday
April 16 - Monday
April 29 - Thursday
April 23 - Monday
April 26 - Thursday
April 30 - Monday
(26 issues)

The Herald publishes Mondays and Thursdays during fall and spring semesters until finals begin. It is not published on holidays or Mondays following holiday breaks, including Thanksgiving, Nov. 21-28, and spring break, March 19-26.

The Herald
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Advertising Office
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State University, AR 72467