

The Daily Barometer



2009-2010

Advertising
Rates & Information

OSU

Oregon State
UNIVERSITY

The Daily Barometer

118 MEMORIAL UNION EAST (541) 737-2233 DISPLAY ADVERTISING
OREGON STATE UNIVERSITY (541) 737-6372 CLASSIFIED ADVERTISING
CORVALLIS, OR 97331-1614 (541) 737-4999 FAX
DAILYBAROMETER.COM

2009-10 ADVERTISING RATES

Personnel

Editor, Gail Cole, (541) 737-3191
Business Manager, Nick Sushkov, (541) 737-6373
Adv. & Mktg. Director, Kami Hammersmith, (541) 737-6379
Production Manager, Phil McClain, (541) 737-3172

National Advertising Representatives

Representatives for national advertising are:

- Alloy Media & Marketing, (212) 401-0070
- Campus Media, (952) 854-3100
- Zim², (818) 789-3400
- 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	\$8.25
126-300 inches	\$8.00
over 300 inches	\$7.25

University Rate \$8.00

(Recognized student organizations and departments only)

Regional Rate \$10.50

National Rate \$15.25

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 8,000 pre-prints, a maximum of 9,000; 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 21½" x 16½". Rate is based upon 198 inches. Double trucks less than 10 inches tall will be charged for the page gutter (¾ 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 13½ Inches:

Advertising exceeding 13½ inches in height, but less than 16½ inches will be charged for the full 16½ 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.

**THE DAILY BAROMETER IS YOUR BEST MEDIUM
FOR REACHING THE CAMPUS MARKET —
77% OF OSU STUDENTS READ THE DAILY BAROMETER
AN AVERAGE OF 3.7 TIMES PER WEEK!**

(Fall 2008 survey conducted by StudentVoice)

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 (1⅝ inches) with a 9 point gutter (⅛ inch) between columns. A full page is 6 columns (63 picas 9 points) by 16½ inches. (99 inches). Offset printing is used.

Columns:	1	2	3	4	5	6
Picas/Points:	10	20p9	31p6	42p3	53	63p9
Inches:	1⅝	3⅜	5¼	7	8¾	10⅝

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 annually during Spring Term. Advertisements will be available at special rates. (Monday, May 24)

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 — 9,000

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



The Daily Barometer

2009-2010 PUBLISHING DATES

SEPTEMBER 2009

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			

OCTOBER 2009

			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

NOVEMBER 2009

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					

DECEMBER 2009

	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		

JANUARY 2010

		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						

FEBRUARY 2010

	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						

MARCH 2010

	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			

APRIL 2010

			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	

MAY 2010

						*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					

JUNE 2010

	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			

JULY 2010

			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

AUGUST 2010

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				

Special Issues

Fall Term

Back-to-School	Sept. 24
First Daily Issue	Sept. 28
Career Connections	Oct. 14
Coupon Clip-It!	Oct. 19
Homecoming	Oct. 30
OSU Dad's Weekend	Nov. 13
Last Issue	Dec. 4

Winter Term

First Issue	Jan. 5
Coupon Clip-It!	Feb. 1
Career Connections	Feb. 10
Valentine's Day	Feb. 12
Last Issue	March 12

Spring Term

First Issue	March 30
Career Issue	April 14
Coupon Clip-It!	April 19
Mom's Weekend	April 30
*Mom's Saturday Special	May 1
Renter's Guide	May 24
Last Issue	June 4

Summer Term

First Weekly Issue	June 23
Last Weekly Issue	Aug. 11

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

Market Information

Demographics:

(Fall 2008 data from OSU Institutional Research)

- 20,320 students enrolled
- 52% of students are male; 48% female
- Students represent 36 Oregon counties, 50 states and 89 countries
- 81% of students live off-campus
- 21% of undergraduates are freshmen
- 4,791 faculty and staff (April 2009)
- Faculty/staff/student payroll on the last weekday of each month

(541) 737-2233

DISPLAY ADVERTISING

(541) 737-6372

CLASSIFIED ADVERTISING

(541) 737-4999 FAX

6 Columns

63 picas 9 pts / 10% inches

5 Columns

53 picas 8 3/4 inches

4 Columns

42 picas 3 pts / 7 inches

3 Columns

31 picas 6 pts / 5 1/4 inches

2 Columns

20 picas 9 pts / 3% inches

1 Column

10 picas / 1% inches

INCHES