



**APSU**

**STUDENT PUBLICATIONS**

**RATE CARD**

**&**

**ADVERTISING INFORMATION**



**2016-2017**

# The All State & TheAllState.org

## Advertising Rates and Information

### 2016-2017

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First, thank you for your interest in The All State and considering us as a partner in your marketing and promotional efforts. We are excited and confident that together we can help you accomplish your goals.

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### General Information

The All State is the student newspaper of Austin Peay State University and the best and most affordable way to reach its active and energetic market of young people in addition to University faculty and staff. The University also proudly has a significant nontraditional student population, enabling businesses to reach a diverse and active market through The All State's channels. The All State prints special editions that are 10"x10" inserts into the regular editions of the newspaper. These editions typically highlight or correspond to a specific event on campus.

### About Us

The award-winning student newspaper at APSU, The All State, is completely produced by students and published weekly during the fall and spring semesters when school is in session and on its website, [www.theallstate.org](http://www.theallstate.org), throughout the summer. The All State has served the APSU campus as its independent student news source since 1930. The All State is operated and produced by students who are advised by the coordinator for Student Affairs Publications and Marketing. One of its main purposes is to provide a forum for the expression of student opinion as well as disseminate timely news that impacts the APSU campus. APSU is one of the fastest growing universities in Tennessee and has a student population about 10,500 undergraduate and graduate students, of which about 2,000 live on campus. Unlike most traditional universities, APSU is proud of its significant nontraditional student population, which are a coveted audience for new and growing businesses.

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### Open Rates

Reserved for corporate businesses that operate in Clarksville-Montgomery County or are within 25 miles of APSU's main campus. (\$8.33 per column inch)

Ad Size	Column Inches	Actual Sizes	Investment
Full Page	6 col x 21" (120 col. inches)	11.5" x 21"	\$1,000
Half Page	6 col x 10.5" (60 col. inches)	11.5" x 10.5"	\$500
Quarter Page	3 col x 10.5" (30 col. inches)	5.75" x 10.5"	\$250
Eighth Page	3 col x 5.25" (15 col. inches)	5.75" x 5.25"	\$125
Front Page Banner	6 col x 2" (12 col. inches)	11.5" wide x 2" tall	\$250

### Local Rates

Reserved for businesses that operate in Clarksville-Montgomery County or are within 25 miles of APSU's main campus. (\$6.66 per column inch)

Ad Size	Column Inches	Actual Sizes	Investment
Full Page	6 col x 21" (120 col. inches)	11.5" x 21"	\$800
Half Page	6 col x 10.5" (60 col. inches)	11.5" x 10.5"	\$400
Quarter Page	3 col x 10.5" (30 col. inches)	5.75" x 10.5"	\$200
Eighth Page	3 col x 5.25" (15 col. inches)	5.75" x 5.25"	\$125
Front Page Banner	6 col x 2" (12 col. inches)	11.5" wide x 2" tall	\$250

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### 'GOV' Rates

Reserved for clients that are affiliated with APSU. This includes current students, faculty, staff, offices and alumni. (\$5 per column inch)

Ad Size	Column Inches	Actual Sizes	Investment
Full Page	6 col x 21" (120 col. inches)	11.5" x 21"	\$600
Half Page	6 col x 10.5" (60 col. inches)	11.5" x 10.5"	\$300
Quarter Page	3 col x 10.5" (30 col. inches)	5.75" x 10.5"	\$175
Eighth Page	3 col x 5.25" (15 col. inches)	5.75" x 5.25"	\$90
Front Page Banner	6 col x 2" (12 col. inches)	11.5" wide x 2" tall	\$200

### Online Advertising Rates\*

Averaging more than 8,000 hits per month, TheAllState.org is an effective solution for clients interested in reaching a digital audience. TheAllState is a responsive site, making it seamless between desktop, mobile and tablet devices; and ensuring the continuity of your message at home, in the library, or on the go.

#### Buttons

(330px x 220px)

Per Week	\$50
Per Month	\$80
Per Semester	\$400

#### Banner

(768px x 60px)

Per Week	\$60
Per Month	\$125
Per Semester	\$500

NOTE: Ads should be sent as an image with a working URL to link to upon click.

### Important Dates

The following are each of the scheduled print dates of The All State and important dates on the APSU campus.

Fall 2016 Print Dates:		Spring 2017 Print Dates:		Important Dates:	
Aug. 22	Nov. 2	Jan. 18	April 5	Aug. 22 – First day of fall classes	Dec. 9 – Fall Commencement
Aug. 31	Nov. 9	Jan. 25	April 12	Sept. 5 – Labor Day	Jan. 17 – First day of spring classes
Sept. 7	Nov. 19	Feb. 1	April 19	Oct. 10-11 – Fall Break	Feb. 14 – Valentine's Day
Sept. 14	Nov. 30	Feb. 8	April 26	Oct. 31 – Halloween	March 5-11 – Spring Break
Sept. 21		Feb. 15		Oct. 17-22 – Homecoming Week	April 16– Easter
Sept. 28		Feb. 22		Nov. 11 – Veterans Day	April 26 – Last Day of Spring '17 classes
Oct. 5		March 1		Nov. 25– Black Friday	May 5 – Spring Commencement
Oct. 12		March 15		Nov. 24-27 – Thanksgiving Break	
Oct. 19		March 22		Nov. 30 – Last day of Fall '16 classes	
Oct. 26		March 29			

## Frequency and Discounts\*

The All State offers volume and frequency discounts, in addition to a 15% lifetime discount for active duty military or veteran partners. Ask your representative about all available discounts and savings packages. Discounts may not be combined.

### Frequency Discounts

4 weeks	5%
Half-semester (7 weeks)	10%
Full semester (14 weeks)	15%
Full year (28 weeks)	20%

### Volume Discounts

300-399 column inches	5%
400-499 column inches	10%
500-599 column inches	15%
600 or more column inches	20%

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## New Customer Discounts

We value all of our partners. Every new client can use a one-time 10% first-time advertiser discount on print advertising. Offer may not be used in conjunction with any other promotion or discount.

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## Social Media Advertising & Sponsorships\*

Available in the 2015-16 academic year, The All State will offer social media advertising and sponsorships to its customers. The All State often reaches more than 3,000 readers on Facebook alone, and operates successful Twitter and Instagram pages. \*Sponsored Images are shared on Facebook, Twitter, and Instagram.

### Sponsored Tweets

1 Tweet	\$10
10 Tweet	\$80
25 Tweet	\$200

### Sponsored Images

1 Image Share	\$25
5 Image Shares	\$110
10 Image Shares	\$225

### Puzzle Sponsorship

Crossword Sponsorship	\$25/Week
Sudoku Puzzle Sponsorship	\$25/Week
'Extras' Page Sponsorship	\$100/Week

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## Inserts

Printed inserts are one of the most effective way to reach the print audience. Inserts must be delivered to The All State's printing facility no later than 1 week in advance of the scheduled print date. The date of insertion should be clearly marked.

### Pre-printed Inserts\*

\$75 per 1,000 inserts

\* - Minimum 2,000 inserts

Deliver inserts to the following address:

Quality Web Printing ATTN: For The All State 101 Commerce Street Elkton, KY 42220
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## Technical Information

### Accepted Formats\*

We accept pre-built advertising in the following formats:

- PDF • JPEG • PSD • EPS • TIFF

\* - Art submitted in .doc, .docx, .ppt or .pptx will be charged an additional \$10 to convert to an acceptable format.

### Creative Services

We offer in-house creative services for customers who need their advertising built for them.

Print - \$1 per column inch

Online - \$10 flat rate

### Color Charges (each ad run)

Spot color	\$50
Process/Full Color	\$100

## Packages

The All State offers advertising packages. These packages are designed to give the best value. Discounts do not apply to these packages and prices can not be changed.

### Full Page Package

Includes:

1 Full Page ad, 1 Sponsored Image, 2 weeks of Puzzle Sponsorship, and 2 weeks of Online Banner ads. A \$135 savings!

Local Rate	Govs Rate
\$860	\$660

### 1/2 Page Package

Includes:

1 1/2 Page ad, 1 Sponsored Image, 1 week of Puzzle Sponsorship, and 1 weeks of Online Banner ad. A \$85 savings!

Local Rate	Govs Rate
\$425	\$325

### 1/4 Page Package

Includes:

1/4 Page ad, 1 Sponsored Image, and 1 week of Online Button ad. A \$50 savings!

Local Rate	Govs Rate
\$225	\$200

### Classified Package

Includes:

1/16 page ad, 1 image share, and 1 week of button ad. A \$25 savings!

Rate
\$125

## Special Edition Rates

The All State prints special editions that are 10"x10" inserts into the regular editions of the newspaper. These editions typically highlight or correspond to a specific event on campus. Discounts do not apply to Special Editions nor may they be a part of a package plan.

### Size of Ad

Back page sponsorship\*

### Includes

Social share\*\* on Instagram, Facebook, Twitter and online ad

### Investment

\$750

Full Page (10"x10")

Social share and online ad

\$500

Half Page (10"x5")

Social share on Facebook

\$275

Quarter Page (5"x5")

Print Ad only

\$150

Banner (1"x10")

Print Ad only

\$100

# Credit and Advertising Policies

## Authorization Disclaimer

The All State will not run any local display advertisement without a signed and dated authorization form. The All State will only accept advertisements pertaining to alcohol or bars on a paid-in-advance basis. The All State will only accept local advertisements of one-half page or larger size on a paid-in-advance basis.

## Payment for Print Advertising

Full payment of all monies owed to The All State is expected within 30 days of receipt of billing. If payment is not made during this period, the advertiser will be notified in writing that the account will be placed on a cash-in-advance-only basis until the account is cleared. If payment is made within 30 days of such notice, credit may be re-established. If an account balance is not paid in full within 120 days of the initial billing, it will be turned over to a collection agency by the APSU Business Office.

## Payment for Online/Social Media Advertising

Full payment of all monies owed to The All State is expected before any online or social media advertising is published. If payment is not made in advance, the advertisements will be held until payment is made and the account is cleared.

## Rejection of Advertising

The All State reserve the right to reject display or classified advertising. It is the policy of The All State to reject advertising for goods and services which violate federal, state or local laws or ordinances or general university policies (where applicable). Because The All State exists primarily as a medium for communication on a university campus, it is the strict policy of this newspaper to reject advertising for goods and services which promote academic dishonesty, including research and paper-writing services. When applicable, we encourage advertisers to include "Drink responsibly" notices in their ads.

## Errors and Omissions

In case of error or omission, The All State's liability, if any, will not exceed the one-time charge for the space occupied by the error. The All State is not liable for incorrect copy submitted by the advertiser or for slight or typographical errors that do not change the intent or lessen the value of the advertisement. The All State will not consider running no-charge correction advertisements unless notification is given to the advertising manager within 30 working days of the billing date. When The All State does accept liability for an error or omission, the appropriate credit will be applied to the advertiser's account. All correction advertising or other adjustment for error or omission must be approved by the advertising manager and noted on the authorization.

## Political Advertising

Political advertisements will be accepted only on a paid-in-advance basis. Any political advertisements must be designated as "paid political advertisement," and the phrase must appear in the ad. Political advertising is only available in print and at [www.theallstate.org](http://www.theallstate.org).

## Approved Discounted Groups

On-campus display rates apply only to university departments, student organizations, students, faculty, staff and to qualified nonprofit organizations. The aforementioned groups qualify for a 50-percent discount.

## Cancellation

Cancellation of advertising space is accepted only until the closing date, which is Friday at noon prior the Wednesday of scheduled publication. The advertiser is liable for the cost of the space if the ad is pulled after the stated closing date.

## Additions or Alterations

Additions or alterations to advertising submitted after deadline are not guaranteed. Every effort will be made to accommodate change requests, but due to production schedules, the changes will be considered as time permits.

## Placement of advertising

The All State reserves the right to position any ad on any page or at any position on any page and only agrees that an ad will appear in a particular issue. Position requests will be honored when possible but are never guaranteed unless sold and documented in an authorization.

## Sponsorship

The All State requires clear sponsorship on all advertising and reserves the right to border all ads less than one full page. The All State also reserves the right to print the word "advertisement" on any ad which has the appearance of news material.