

## Contact Information

P.O. Box 1930  
State University, AR 72467  
(870) 972-3075  
FAX: (870) 910-8042

## Personnel

*Advertising Manager* Alissa Harris  
*Editorial Adviser* Bonnie Thrasher

## National Representatives

- All Campus Media
- American Passage Media Corp.
- CASS Communications, Inc.
- The Ruxton Group

## Terms of Payment

Credit must be established with our office before charges can be made. All bills are due and payable upon receipt. Advertising will be discontinued for advertisers with unpaid bills.

## General 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 set to resemble editorial matter must be marked "advertisement."
- **Errors.** Every effort is made to avoid errors including offering proofing services to the advertiser. Any error which occurs in an ad that has been proofed by the advertiser will not be corrected at the expense of The Herald.
- Errors occurring 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:** four working days prior to publication. Cancellations made past cancellation date will be billed in full.

## Display Rates

All rates expressed per column inch

National . . . . . \$6.25  
Local . . . . . \$6.00  
Combination . . . . . \$5.75  
(Same ad—no changes—in two or more consecutive editions)

250-inch contract . . . . . \$5.50  
500-inch contract . . . . . \$5.25

Student/campus organization . . . . . \$5.00  
(Student organization must be listed in the Undergraduate Bulletin in order to qualify for this rate.)

Cancellations made past cancellation date will be billed in full.

No free-standing inserts accepted.

## Color Rates

- Spot color available.
- Only one color per issue.
- First color orderer selects color.
- No exact PMS guarantees.
- Flat charge for color up to full page size. Use black and white line rate plus \$80.
- Printed materials deadline: minimum of one week before publication
- Cancellation date: four working days prior to publication.

## Special Services

*At No Charge:*

- Ad layout (copywriting and design)
- Clip art
- Reverse (dark background, light type)
- Proof via FAX
- Tearsheets (One per client, per issue. More available at a charge. Maximum of two complete issues. See below.)
- Digital photography
- Placement: no position is ever guaranteed, but every effort will be made to honor advertiser requests.

*Special Charges:*

- Extra tearsheets: 50¢ per page, \$1 per complete issue.
- On-site photography (except digital)

## R.O.P. Depth

Minimum acceptable size, 1 column wide by 2 inches tall.

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

## Contract & Copy Regulations (see General Policies)

## Advertising Deadlines

One week prior to publication, by 3 p.m. Advertising space is sold on a first-come, first-served basis. Some issues may sell out.

## Mechanical Measurements

- printing method: offset (85 line)
- six column format
- column widths
  - one column.....2"
  - two columns .....4.175"
  - three columns.....6.35"
  - four columns.....8.525"
  - five columns .....10.7"
  - six columns .....12.875"
- **Please** contact Alissa Harris for additional information about ad submission. We cannot scan any ads larger than legal size!  
Preference is for digital receipt.  
Acceptable:
  - Macintosh
  - QuarkXPress 4.0 or earlier
  - EPS
  - TIFF

**Do Not Forget all Fonts and Graphics!**

## Special Classifications/Rates

Political: Cash with copy.  
Position charges: no charges, no promises.  
Production charges: none

## Classified Rates

All classified advertisements are accepted pre-paid only and non-refundable.

Up to 25 words .....\$5.00  
 Each additional word .....10¢

## Circulation

• 6,000 printed twice weekly and distributed at racks at high-traffic locations throughout campus. Single issues free.

## Special Issues

Back to School .....August 22  
 Homecoming .....September 26  
 Holiday Guide .....November 7  
 Welcome Back/Spring Break Guide .....January 16  
 Career/Internship Guide .....February 27  
 Graduation/Convocation of Scholars .....April 24

## Our Readers\*

Enrollment.....10,461  
 Undergraduate.....9,398  
 Graduate.....1,063  
 Full-time.....7,671  
 Part-time.....2,790

Student Gender  
 Female.....6,136  
 Male.....4,325

Non-Caucasian  
 Total.....1,550  
 African American .....1,235

Age  
 Average Undergraduate Age.....23  
 Average Graduate Age.....34.9  
 Under 18.....109  
 18-24 .....7,355  
 25 and over .....2,997

Students living on campus.....1,911  
 (includes three women's halls, one men's hall, one co-ed hall and an apartment complex)

Faculty .....422  
 Staff .....851

\*All information taken from 1999-2000 Fact Books and Data Books produced by the ASU Office of Institutional Research and Planning.



The Herald of Arkansas State University  
 Advertising Office  
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 State University, AR 72467

## Publication Schedule

Publication days in bold.

August	September
1 2 3 4	1
7 8 9 10 11	4 5 6 7 8
14 15 16 17 18	11 <b>12</b> 13 14 <b>15</b>
21 <b>22</b> 23 24 <b>25</b>	18 <b>19</b> 20 21 <b>22</b>
28 <b>29</b> 30 31	25 <b>26</b> 27 28 <b>29</b>

October	November
2 <b>3</b> 4 5 <b>6</b>	1 2 <b>3</b>
9 <b>10</b> 11 12 <b>13</b>	6 7 8 9 <b>10</b>
16 <b>17</b> 18 19 <b>20</b>	13 <b>14</b> 15 16 <b>17</b>
23 <b>24</b> 25 26 <b>27</b>	20 <b>21</b> 22 23 24
30 <b>31</b>	27 28 29 30

December	January
4 5 6 7 8	1 2 3 4 5
11 12 13 14 15	8 9 10 11 <b>12</b>
18 19 20 21 22	15 <b>16</b> 17 18 <b>19</b>
25 26 27 28 29	22 <b>23</b> 24 25 <b>26</b>
	29 <b>30</b> 31

February	March
5 6 7 8 9	1 2
12 <b>13</b> 14 15 <b>16</b>	5 6 7 8 9
19 <b>20</b> 21 22 <b>23</b>	12 <b>13</b> 14 15 <b>16</b>
26 <b>27</b> 28	19 20 21 22 23
	26 27 28 29 30

April	May
2 3 4 5 6	1 2 3 4
9 <b>10</b> 11 12 <b>13</b>	7 8 9 10 11
16 <b>17</b> 18 19 <b>20</b>	14 15 16 17 18
23 <b>24</b> 25 26 <b>27</b>	21 22 23 24 25
30	28 29 30 31