

the **Prairie**

THE PRAIRIE ADVERTISING RATES & DEMOGRAPHICS

The Prairie, the student-operated newspaper of West Texas A&M University, is published every **Thursday** during the fall and spring semesters.

RATES EFFECTIVE AUGUST 27, 2009

Deadline

- Advertising space must be reserved by noon Friday prior to Thursday publication.
- Deadlines for display advertising is noon Monday prior to Thursday publication.

Sizes Available

Full Page (8.5 x 11")	\$160
Half Page Vertical (4 x 11")	\$80
Half Page Horizontal (8.5 x 5.5")	\$80
Quarter Page (4 x 5.5")	\$50
Eighth Page (4 x 2.5")	\$30

Special Rates

3-7 issues 10%

8+ issues 15%

Sponsorships

Based on 2 col. x 4" (8") size. 7-weeks = \$225 (32.14) Full Semester = \$425 (30.36)
Sponsorship includes your organization's name and a graphic of your choice to be included on a regularly appearing feature:

- iKnow
- Campus Phoenix
- Outstanding Buff
- Sudoku
- Buff Sportlight
- Coach Knows Best

Ad design service

The Prairie offers free ad design and production service including one proof per ad. For extensive design, photography or graphic services, charges may be assessed if necessary. All charges will be discussed before work is performed. Composition, photography and artwork produced by *The Prairie* become the property of the student publication and may not be reproduced without prior written consent of the business manager or the director of student publications.

Submitting an advertisement

Camera-ready ads can be submitted via E-mail or CD-ROM. We operate on Macintosh systems and accept the following file formats: PDF, EPS, JPEG and TIFF. TIFF, EPS (Photoshop, Illustrator) and PDF are preferred. All EPS fonts must be converted to outlines. Ads created using Microsoft Word are generally low resolution and do not reproduce well.

The Prairie Advertising Policy

New accounts will be required to pay before the ad can be published, unless other arrangements are made.

The Prairie reserves the right to edit or reject advertising copy that does not comply with its policies and standards.

The Prairie's liability for major errors lessening the value of an advertisement shall be limited to republishing a corrected version of the advertisement. For camera ready copy, *The Prairie* cannot be held responsible for problems of reproduction. All submitted advertisements should be proper column width. The advertiser shall defend and indemnify and hold harmless *The Prairie* against any claims of liability or loss asserted or established against it be reason of publication or nay advertisement or any part thereof submitted by or published at the direction of the advertiser.

Ad proofs will be supplied upon request if the ad is submitted 24 hours prior to deadline. Advertising rates include basic typesetting and production charges. Composition, photography and artwork produced by *The Prairie* become the property of the student publication and may not be reproduced without prior written consent of the Advertising Manager or the Director of Student Publications.

Position may be requested but is not sold, implied or guaranteed. Desired position is given when possible.

Billing is handled monthly through the Business/Advertising Manager of *The Prairie* following the final publication for the month. Accounts unpaid by the 15th day following the billing date are subject to a late fee of 10% of the advertising bill.

Readership and Circulation

Serving WT's 8,000+ students, 700 faculty and staff members and the Canyon community.

- Canyon, TX Population - 12,875
- Amarillo, TX Population (15 miles north of Canyon) – 183,021

WTAMU Enrollment

- Credit Students - 8,000+
- Current circulation printed per week – 1,500

Affiliations

Associated College Press
Texas Intercollegiate Press Association

National Representatives

Newspaper Network
360 Youth

The following ad templates are the sizes used in our publication.
They print at the actual size they would appear in the Prairie.

4 x 2 ½

\$30

4 x 5 ½

\$50

8 ½ x 5 ½
\$80

4 x 11

\$80

8 ½ x 11

\$160

