

THE KENNESAW STATE UNIVERSITY NEWSPAPER

THE SENTINEL



Relax.
We'll take care
of business.

SCHEDULE & RATES

2009~2010

DISPLAY RATES

Local/Open Rate: \$5.50 per column inch

BUY 3 DEAL: \$5.00 pci*

University Affiliated: \$4.50 pci

Student Group: \$3.00 pci

Display Reservation deadline is **7 days** prior to the requested issue. Copy deadline is 2 days prior.

THE BUY 3 DEAL!

*If you commit to three run dates - **ANY three** - and prepay in full, we'll give you the special rate of \$5.00 per column inch. Same ad, same great service, 3 times the exposure.

KSU MEDIA PACKAGES

In addition to the newspaper, KSU also has a feature magazine, websites, and a radio station. Add any of these to your Sentinel purchase for a special rate. See the back page of this rate card for more information.

COLOR & INSERTS

Spot color: \$90 per color (front & back)

\$160 per color (inside pages)

Full/four-color: \$285*

Insert rate: \$85 per 1,000 (2,000 minimum)

* Inside pages may cost more. Contact your Ad Representative for prices & details.

CLASSIFIEDS

Only \$9 for about 40 words. Run your ad 4 times and your 4th is free! Classified ads require advance payment and may only be placed online. To run a Sentinel classified – in our print edition and/or online – go to **ksuads.com**.

FULL COLOR STRIP ADS

Front page advertising is the best branding opportunity in the marketplace. **With only one position available on each section front, your four-color ad will have complete page exclusivity.** Your ad can run on the front of Page One, Campus Life, Sports, and Back Page. Top or bottom of the page is also your choice.

All premium strip ads run the full width of the page (6 columns; 10.5"), are 1.5" tall and are full color at no extra charge. Discounts and B&W options are not available. Due to the exclusivity, Sentinel premium strip ads are first-come, first-served.

NUMBERS

Advertising: 770-423-6470

Fax: 770-423-6703

Editorial: 770-423-6278

Adviser: 770-499-3083

MAILING ADDRESSES

Sentinel Advertising

Bldg. 5, Rm 277

Kennesaw State University

1000 Chastain Road

Kennesaw, GA 30144-5591

For Inserts:

Star Printers

Attn: Sentinel inserts

4140 Southside Drive

Acworth, GA 30101

770-974-6495

WEB ADDRESSES

Advertising:

ksuads.com

Online Edition:

ksusentinel.com

Email:

sentinelads@ksumedia.com

ebonza@kennesaw.edu (adviser; for electronic delivery)

PAYMENT

Check or money order. Credit cards may be used with classified advertisements, online and print.

1 column = 1.646" (Gutter .125") 2 columns = 3.417"

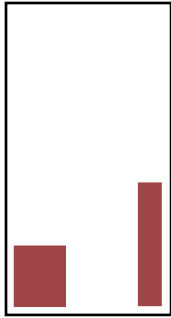
3 columns = 5.188"

4 columns = 6.959"

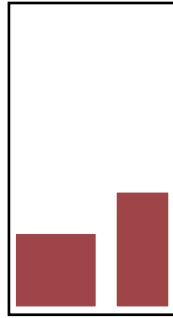


SAMPLE SIZES

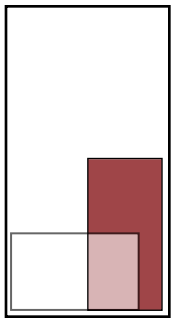
Prices given are based on the Open rate of \$5.50 per column inch & the **BUY 3!** rate (per ad).



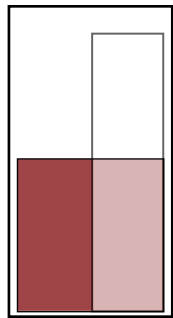
1/16 Page • H or V
2 col. (3.417") x 4"
or 1 col. (1.646")
x 8." \$44 or
\$42 each (BUY 3!)



1/8 Page • H or V
3 col. (5.188") x 5"
2 col. (3.417") x 7.5"
\$83 or
\$75 each (BUY 3!)



Quarter Page • H or V*
3 col. (5.188") x 10.5"
or 5 col. (8.73") x 6.25"
\$174 or \$158 each (BUY 3!)



Half Page • H or V*
6 col. (10.5") x 10.5"
or 3 col. (5.188") x 21"
\$347 or \$315 each (BUY 3!)



Full Page*
6 col. x 21"
(10.5" x 21")
\$677 or \$615
each (BUY 3!)



Full Color Strip
6 col. (10.5") x 1.5"
Page One \$350
Lead Section \$320
Back Page \$340

*Any advertisement measuring more than 19 inches in depth will be charged at 21 inches. Quarter page ads measuring more than 9 inches in depth will be charged at 10.5 inches.

PUBLICATION SCHEDULE 2009-2010

AUGUST 2009						
S	M	T	W	T	F	S
						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					

September 2009						
S	M	T	W	T	F	S
		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						
S	M	T	W	T	F	S
				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						
S	M	T	W	T	F	S
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						
S	M	T	W	T	F	S

January 2010						
S	M	T	W	T	F	S
						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					

Holiday Break

February 2010						
S	M	T	W	T	F	S
		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						
S	M	T	W	T	F	S
		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						
S	M	T	W	T	F	S
				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	

Summer 2010 TBA

■ Publication dates

Special Issues

New Student Mail Home	July 21, 2009
Welcome Back!	August 18, 2009
Graduation & Careers	April 27, 2010
Spring Break Getaway	March 2, 2010

THE KSU SENTINEL 2009-2010 ADVERTISING RATES

ABOUT KENNESAW STATE

Kennesaw State University, a 4-year public residential institution, is the third largest university (behind UGA and GSU) in Georgia, with over 22,000 students. KSU is the fastest growing university in Georgia, and has been so for the last five years.*

ABOUT THE SENTINEL

Published every Tuesday in broadsheet format, approximately 5,000 copies are printed. The Sentinel is free at more than 40 distribution points, including the residence halls and apartments. The Sentinel is also published online at ksusentinel.com.

ABOUT OUR READERS

The **average age of a Kennesaw State student is 25**, with 60% of our student body being female. Minorities make up 20% of Kennesaw State students.* In a survey conducted by Alloy Media of 1,200 college students at 550 universities, college newspaper readership continues to be strong. **Over three quarters (76%)** of college students and faculty (76%) have read their college newspaper in the last month, with 73% saying they look at the ads. Pass along rates are also strong with **an average of 3.2 students sharing an issue.**** College students are an important advertising demographic and student newspapers like The Sentinel remain one of the best ways to reach them.***

*KSU Fact Book 2007-2008

**2008 Market study by Alloy Media + Marketing and MORI Research

***The Chronicle of Higher Education, 9-11-2008

THE SENTINEL

The Kennesaw State University Newspaper

Phone 770-423-6470 :: Fax 770-423-6703

Phone: _____

E-mail: _____

Ad info online: ksuads.com

OTHER KSU MEDIA OUTLETS:

Sometimes more is better. Consider an ad in our monthly feature magazine Talon (full color is included), banner ads on our websites (ksusentinel.com or ksuradio.com), or sponsoring a show or underwriting with KSU OWL Radio. Go to ksuads.com for information.

AD DELIVERY: DIGITAL

The Sentinel's Prepress process is 100% digital and supports the following formats: PDF*, TIFF, EPS, and high quality JPEG. *When preparing a PDF, please do not crop the ad image and do not embed all fonts. PDF format is preferred. Color images should be prepared for CMYK printing. E-mail art to ebonza@kennesaw.edu.

ACCEPTANCE POLICIES

The Sentinel management reserves the right to reject any advertisement it deems objectionable due to subject matter, illustration, phraseology or setup. The Sentinel will not guarantee positioning or placement but will honor requests when possible.

MECHANICAL SPECS & COLUMN CONVERSIONS

The Sentinel has adopted the 46-inch web. We will still accept the standard ad unit size if you will approve minor size adjustments, but for precise quality, we prefer the following:

- 1 column = 1.646" (9.92 picas)
- 2 columns = 3.417" (20.50 picas)
- 3 columns = 5.188" (31.17 picas)
- 4 columns = 6.959" (41.75 picas)
- 5 columns = 8.73" (52.42 picas)
- 6 columns = 10.5" (63 picas)
- 6 column broadsheet
- 1.646 inch column width
(.125 inch gutter)
- 21 inch printable page depth
- 10.5 inch printable page width