

Market Information

The Louisville Cardinal is the University of Louisville's independent student newspaper and has served students, faculty, staff and community members since its inception in 1926. The Louisville Cardinal, with a circulation of 8000, is available at U of L's three campuses; Belknap, Health Sciences and Shelby. U of L's Division I athletic programs compete in the Big East conference and the football team participated in the 2007 Orange Bowl. U of L has countless other nationally ranked programs including basketball, track and field and field hockey.

*All statistics taken from University of Louisville Office of Internal Research.

Market Statistics

- **21,841** students enrolled
- **5,949** faculty and staff members
- **15,103** undergraduate students
- **16,483** full-time students
- **46.3%** male, **53.7%** female
- **19%** of students live in university housing
- **10.9%** of students are black
- **5.2%** of students represent other minorities
- **79.7%** of students reside in Kentucky
- **20.2%** of students reside out-of-state

Broadsheet Display Advertising Rates*

Size	1x	2-4x	5-9x	10-14x	15x
Full Page	\$1355	\$1285	\$1210	\$1080	\$925
1/2 Page	\$685	\$650	\$605	\$545	\$470
1/4 Page	\$340	\$320	\$300	\$270	\$230
1/8 Page	\$170	\$160	\$150	\$135	\$115
1/16 Page	\$85	\$80	\$75	\$65	\$55

*If your ad is not one of the standard sizes listed above the rate is \$11 per column inch. There is also a five percent discount for all pre-paid sales. Other discounts may apply. Ask your Cardinal sales representative!

Color Charges

Color allows your advertisement to pop! Customers are attracted to a bright and colorful advertisement. Charges are added to the sale of the ad according to the size and amount ordered.

- Black + Red = \$50
- Black + Blue or Yellow = \$75
- Full Color (CMYK Color) = \$275

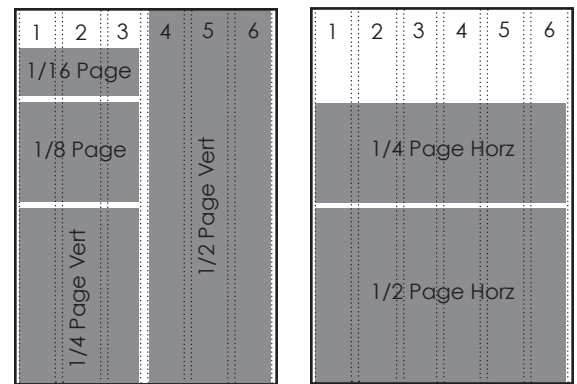
Premium Placement

By choosing the location of your ad in a particular section or page, you can specialize your ad to fit that location. Fifteen percent of the rate will be added to your net total to guarantee your preferred placement.

Front Page Banner

A small banner at the bottom of the front page is also a good way to get your message out; it offers a prime spot so potential customers will see it. If you are interested in buying this space, contact a Cardinal sales representative.

Mechanical Details



Standard Sizes

Size	W (Inch)	H (Inch)	W (Pica)	H (Pica)
Full	11.629	21.500	69.771	129.000
1/2 V	5.733	21.500	34.396	129.000
1/2 H	11.629	10.476	69.771	62.854
1/4 V	5.733	10.476	34.396	62.854
1/4 H	11.629	5.155	69.771	30.927
1/8	5.733	5.155	34.396	30.927
1/16	5.733	2.494	34.396	14.964

Broadsheet Specs

Page Size: 12.5 x 22.75 in.
Printable: 11.5 x 21.75 in.
Column Width: 1.78 in.

Please call for more specific measurements.

The Louisville Cardinal Staff

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More ways to Advertise with The Louisville Cardinal...

Classifieds

Need a new roommate? Want to get rid of that TV or microwave in your dorm room? Have a job opening? *The Louisville Cardinal* offers space for you to sell your items, post job openings and find new roommates in its growing Classified section.

Pre-Printed Inserts

Pre-Printed inserts allow your company to place pre-designed and pre-printed advertisements into *The Louisville Cardinal*. They act as another section of the paper and grab the attention of customers.

Special Sections

The Louisville Cardinal will print two scheduled special sections. The football and basketball guides are two of the most popular editions each year. Ask your Cardinal sales representatives about exciting opportunities to advertise in upcoming special sections.

Online Advertisements

With over half a million hits and 20,000 unique visitors per month, www.louisvillecardinal.com serves as one of the primary campus resources for students, alumni, faculty and community members. The website includes unique polls, breaking news and message boards. *The Louisville Cardinal* offers three unique sizes for online advertisement.

- Horizontal Banner: 468 x 60 px
- Right Column Tile: 300 x 250 px
- Left Column Tile: 180 x 150 px

Advertising Packages

New this year to *The Louisville Cardinal* are Advertising packages. Contact your sales representative for more information. Package Rates are at a discount and allows you to place differently-sized ads at different times to get the most bang for your buck when you need it the most!

Additional Policies: Please read all of the policies thoroughly and carefully!

- Advertising orders must be prepaid until credit is established.
- Prepayment is required of all out-of-state, 1-900 number, bar, nightclub and political advertisers.
- Advertisers placing display ads will be sent invoices by the Friday following publication.
- Accounts which are unpaid after 30 days will be refused advertising until the past due amount is paid in full. There will be a five percent monthly finance charge on unpaid balances.
- The Louisville Cardinal reserves the right to reject advertising that discriminates on the basis of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation or any status protected by local, state or federal law.
- Advertising for products that are illegal according to local, state or federal law will be rejected.
- Ads may be rejected on the basis of text or graphical content at the discretion of the ad staff and/or Editor in Chief. The Editor in Chief makes final decisions regarding placement.
- Ad position is not guaranteed unless the advertiser selects guaranteed placements when ordering advertising insertion.
- Adjustments will be made for the portion of an ad in error. It is the responsibility of the advertiser to notify The Louisville Cardinal one week prior to said publication. The Louisville Cardinal will be responsible for first-run errors only. The limit of responsibility will be the cost of the portion of the ad in which the error occurs. No allowance will be made for errors that do not materially affect the value of the advertisement as determined by The Louisville Cardinal.
- The advertising and/or the advertising agency assume(s) liability for all content (including text, photos and illustrations) of advertisements printed or published online, as well as the responsibility of any claims arising from therefrom made against The Louisville Cardinal.
 - All questions relative to charges must be directed to The Louisville Cardinal advertising/Business Manager.
 - All submitted ads should be flattened as PDF, JPG or TIFF files.
 - Ads should be submitted in CMYK or Greyscale only. Pantone, RGB and other colors are not acceptable
 - Account will be billed an additional \$15 per hour for additional design work if ad does not meet specifications.
 - E-Mail all files to: ads@louisvillecardinal.com
 - Possibility of additional sections throughout the year.

Classified Pricing

- Display: \$10.75 per column inch (2 Col. x 4 in. max)
- Line: \$8 for the first 10 words, \$.10 for every additional word.

Pre-Printed Insert Pricing

- Minimum Order: 5,000
- Maximum Order: 8,000
- Cost = \$80 per 1,000 Inserts

Special Section Pricing

Pricing for special sections will be announced throughout the year. Call for more information.

Online Advertising Pricing

Size	1x	2-4x	5-9x	10-14x	15x+
Banner	\$50	\$48	\$44	\$40	\$34
Right Column Tile	\$45	\$43	\$40	\$36	\$31
Left Column Tile	\$30	\$29	\$27	\$24	\$21

Note: All online advertisements must be submitted in electronic GIF, JPG, Shockwave or Flash format. File size must not exceed 15kbs. Files must be formatted to the correct size for the ad at 72 DPI in RGB color mode.

Advertising Package Pricing

Contact your Cardinal sales representative to find out about special pricing for advertising packages.

Publishing Dates

Fall 2007

August 21
August 28
September 4
September 11
September 18
September 25
October 2
October 16
October 23
October 30
November 6
November 13
November 27
December 3

Spring 2008

January 8
January 15
January 22
January 29
February 5
February 12
February 19
February 26
March 4
March 18
March 25
April 1
April 8
April 15
April 22
May 6

Total Issues: 30