

Publishes
 10,500
 daily



reaches
 34,300
 students,
 faculty
 & staff

Display Advertising Rates

Open Local Rate	<i>per column inch</i>	\$14.50
Classified Display Rate	<i>per column inch</i>	\$14.50
Non-Profit Rate	<i>per column inch</i>	\$12.25
National Rate	<i>per column inch</i>	\$17.50

Agency Commission

Only the open local rate and the national rate are commissionable to recognized advertising agencies.

Position

Specific Page Reservation:.....**\$ 25.00**
 Requests are also granted when possible but are not guaranteed.
 Position charges are net.

Color Rates

Black and One ROP Color:	\$ 75.00
Black and One Specific Color:	\$ 90.00
Each Additional Color:	\$ 90.00
Process Color:	\$ 270.00

All color rates are net.

Deadlines

Space and copy: 5pm two school days prior to publication.

Proofs: 5pm three school days prior to publication.

Discounts

Pre-pay Discount:

10% discount offered to advertisers who pre-pay advertising by cash, check, Mastercard or Visa.

Buy 5 ads and get the 6th ad free

For the same ad scheduled weekly for 6 weeks, the 6th ad is free.

Buy two ads, get one free!

Three ads must be the same ad scheduled within one calendar week or for three consecutive days.

Contract Rates per column inch

100" per year	\$14.00
200" per year	\$13.50
400" per year	\$13.00
600" per year	\$12.50
800" per year	\$12.00
1,000" per year	\$11.50
1,200" per year	\$11.00
1,500" per year	\$10.50
1,800" per year	\$10.25
2,200" per year	\$10.00
2,600" per year	\$ 9.50
3,000" per year	\$ 9.00

Contract rates are in force for one year of publication. Contracts are valid from August, 2007 through July, 2008.



Classified Advertising Rates

Rates:

30¢ per word per day for five or more consecutive days without changing or cancelling. 40¢ per word per day for four days or fewer or nonconsecutive days.

Classified advertising rates include both print and online editions of the Daily Lobo.

Special Effects:

Bold, centering, larger font, blank lines, etc. will be charged additionally.

Deadline:

1pm working day prior to publication.

Hours:

8am to 5pm Monday through Friday.

Payment:

All classified advertising must be paid in advance by cash, check, Mastercard or Visa. Phone, fax and e-mail orders are accepted only with a Mastercard or Visa.

Specs

Minimum ad depth is 1 inch. Ads are sold in one-half inch increments. Ads more than 14 inches deep will be billed for 16 inches of depth.

Page size: 10.25 inches x 16 inches

Column Depth: 16 inches

Display Column Widths: 1c=1.93", 2c=4", 3c=6.06", 4c=8.125", 5c=10.25"

Classified Column Widths: 1c=1.5", 2c=3.25", 3c=5", 4c=6.75", 5c=8.5", 6c=10.25"

Double Truck: 21.5 inches x 16 inches billed as 11cx16" (176 column inches)

Line Screen: 85

Contact Information

Mailing Address:

New Mexico Daily Lobo
 MSC03 2230
 1 University of New Mexico
 Albuquerque, NM 87131-0001

Display Advertising:

(505) 277-5656
 Fax: (505) 277-7530
 loboads@unm.edu

Classified Advertising:

(505) 277-5656
 Fax: (505) 277-7531
 classads@unm.edu

Newsroom:

(505) 277-7527
 Fax: (505) 277-6228
 news@dailylobo.com

Delivery Address:

New Mexico Daily Lobo
 Marron Hall, Room 131
 Albuquerque, NM 87131-0001

Daily Lobo Online: www.dailylobo.com

Advertising Policy

The Advertising Manager and/or Editor-in-Chief reserves the right to reject any advertising. The words "Paid Advertisement" may be placed above and/or below any advertisement. Acceptance by Advertising Representatives does not necessarily constitute acceptance by Advertising Manager.

Production

Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. All ads created by the Daily Lobo remain its sole property.

Terms

All advertising is pre-paid unless credit has been established. All entertainment advertising must be pre-paid. All political advertising must be pre-paid. The Daily Lobo reserves the right to require pre-payment for any advertising. Payment can be made by cash, check, Mastercard or Visa. Make checks payable to UNM Student Publications.

Cancellation

Cancellation of advertising space or pre-print inserts is accepted until deadline. Advertisers are responsible for the cost of orders canceled after deadline.

Digital Ad Submission

Please submit digital ads as PDFs by deadline.



The University of New Mexico

Student Publications
 MSC03 2230
 1 University of New Mexico
 Albuquerque, NM 87131-0001

NON-PROFIT ORGANIZATION
**U.S. POSTAGE
 PAID**
 ALBUQUERQUE, N.M.
 PERMIT NO. 39

Online Advertising

Graphic Ads

Ads are priced by page views—the number of times each ad is displayed online to a viewer is called an impression. Ads are sold in blocks of 1,000 impressions (cost per thousand or CPM).

Rectangle 300 pixels wide x 250 pixels tall	\$15 CPM
Half Banner 300 pixels wide x 60 pixels tall	\$10 CPM
Buttons 125 pixels wide x 125 pixels tall	\$7.50 CPM
Banner 468 pixels wide x 60 pixels tall	\$5 CPM

Text Links

1 Month	\$100
3 Months	\$275
6 Months	\$500
Volume Discount: 10% discount for 2 or more text links ordered (and appearing) at the same time.	

Print and Online Bundles

Available for advertising in both print and online editions of the Daily Lobo.

Pre-Print Inserts

Approval: Inserts must be approved prior to scheduling.

Deadline: Inserts must be scheduled & received 7 days prior to publication.

Press Run

Insert Pages	Full	Half
Single sheet	\$840	\$420
Up to 4 pages	\$870	\$435
Up to 8 pages	\$900	\$450
Up to 12 pages	\$930	\$465
Up to 16 pages	\$960	\$480
Up to 20 pages	\$990	\$495
For each additional 4 pages	add \$ 30	add \$ 30

Size Accepted:

minimum: 5" x 7"
 maximum: 9" x 12"

Other sizes may be accepted for a negotiated rate.

Deliver to:

Signature Offset
 4701 Lincoln Rd. NE
 Albuquerque, NM 87109

Frequency Discounts:

For multiple placement within the academic year.
 2x.....3% 3x....5% 4x....10% 5x....15%

University Calendar

FALL 2007

Classes Begin 8/20
 Labor Day 9/3
 Fall Break 10/11-12
 Thanksgiving 11/22-23
 Finals begin 12/10

SPRING 2008

MLK Holiday 1/21
 Classes Begin 1/22
 Spring Break 3/17-21
 Finals begin 5/12
 Commencement 5/16

SUMMER 2008

Classes Begin 6/9
 Independence Day 7/4
 Daily Lobo Mail Out 7/28
 Session ends 8/01

Daily Lobo Publication Calendar

Fall 2007

august

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

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

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

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

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					

Summer 2008

june

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					

Spring 2008

january

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	

february

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

march

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

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			

may

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						

july

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	