



TheCurrent-Online.com

The Current

2014 - 2015 Advertising Rates

The University of Missouri -St. Louis Student Newspaper



ONLINE ADS

TheCurrent-Online.com receives thousands of hits daily from all over the world. Online ads are an effective, cost-efficient way to advertise your business or organization.

Prices are in the graphic to the left. *The Current* can provide typesetting and professional ad design assistance to advertisers for an additional fee. If an advertiser chooses to provide an ad, it must be in a digital format and follow these guidelines:

Acceptable formats:

- Adobe Acrobat, Photoshop and Illustrator files (.psd, .jpeg, .eps, .ai, or .tif) 150dpi minimum 300dpi preferred
- The Current is produced on a Mac-based platform, and is unable to support PC based documents including PageMaker, Corel Draw, Freehand, or Microsoft Publisher

-Ads must be produced to specific dimensions as shown in the illustration. A resolution of 72dpi for photos and line art necessary.

Electronic Ad Submission:

- Email: thecurrentads@umsl.edu
- Ads must be submitted a minimum of 72 hours before scheduled run date



NOTE: Graphic above is for illustration purposes alone, to denote price by size only. But placement on the page will vary. In order to guarantee an ad is preferentially placed, advertisers can pay an extra fee.

PREPRINTED INSERTS

The Current also offers preprinted inserts placed inside the paper. Inserts are printed by you, the advertiser and mailed to our publisher to be inserted in the paper, for an alternate, hands-on form of advertising.

Preprinted Insert Prices (per week)

1000: \$150	3000: \$350	5000: \$525
2000: \$275	4000: \$450	6000: \$600

Inserts may be as large as 9" by 12". Inserts must be mailed 7 days before the scheduled publication date to our publisher (below) with insertion directions:

Press Journal Printing
3406 W. Georgia St. Louisiana, MO 63353

TheCurrent-Online.com



PRINT ADS

By far, the **most popular form of advertising** are print ads. This highly effective, highly versatile form of advertising fits the budget and format for any business, organization or event's ad campaign.



COLOR: Add \$100 for full page, \$75 for half or quarter page, \$25 for eighth page or business card size. **\$50 design fee if applicable.**

* Ads should be in the specific dimensions noted above and emailed to thecurrentads@umsl.edu at least 2 business days before scheduled publication.

STICKY NOTES

This simple, yet effective new form of advertising consists of a highly visible 3" sticker placed on the front page of our paper with your information and design.

Runs are in increments of 6000. Prices below include one 6000 pc run and respective number of spot colors.

Sticky Note Ad Prices (per week)
minimum 6000 per run

1 color - \$900	4 colors - \$1200
2 colors - \$1000	5 colors - \$1300
3 colors - \$1100	6 colors - \$1400

KIOSK ADS

Kiosk ads are placed on news stands in high traffic areas, visible to anyone who picks up a paper, or walks by the kiosk, making this a very efficient form of advertising.

Artwork should be 14" by 12", and should be recieved by our staff no later than 7 days before the scheduled run date.

Kiosk Ad Prices (per month)
\$250 per month/per rack

PUBLICATION DATES 2014-2015

AUGUST

Monday, August 25

SEPTEMBER

Tuesday, September 2

Monday, September 8

Monday, September 15

Monday, September 22

Monday, September 29

OCTOBER

Monday, October 6

Monday, October 13

Monday, October 20

Monday, October 27

NOVEMBER

Monday, November 3

Monday, November 10

Monday, November 17

DECEMBER

Monday, December 1

Monday, December 8

JANUARY

Tuesday, January 20

Monday, January 26

FEBRUARY

Monday, February 2

Monday, February 9

Monday, February 16

Monday, February 23

MARCH

Monday, March 2

Monday, March 9

Monday, March 16

Monday, March 30 *

APRIL

Monday, April 6

Monday, April 13

Monday, April 20

Monday, April 27

MAY

Monday, May 4

Subject to change. All issues are published on Mondays unless otherwise noted.

*The March 30 issue is "The Stagnant," The Current's annual April Fools' parody issue. All articles in the Stagnant are humorous fakes but the ads are real.

TERMS & CONDITIONS

1. The Current reserves the right to alter, reject or edit advertisements at any time. The executive committee shall make such determinations; advertisers should direct questions to the advertising director regarding this policy.

2. Advertisements designed to resemble news matter must carry the word "ADVERTISEMENT" at the top of the ad.

3. The deadline for all display advertising is 5 p.m. on the Thursday prior to publication. All copy, photos, artwork and payment, if required, must be in The Current's office by this time or the space reservation will be automatically cancelled, and the advertiser will be billed at the contracted rate.

4. Advertising cancelled after contracts are signed will be billed at 100% of space cost.

5. The Current does not grant refunds. Balances will be credited to your account for use in a later issue.

6. The Current is not liable for slight changes or typographical errors that do not change the intent or meaning of the advertisement. The limit of responsibility will be based on the impact of the error on the advertisement. Claims for adjustment in error may be made by the advertiser only if the error changes the meaning of the advertisement; such claims must be filed within 14 days of the publication date of the issue in which the advertisement ran.

7. The Current is not responsible for any printed quality for any advertisement if any of the following conditions are not met:

a. Color ads must be 350 dpi or above CMYK TIFFs or PDFs.

b. Grayscale ads must be 300 dpi or above grayscale TIFFs or PDFs.

The Current assumes no responsibility for the quality of advertisements that must be scanned in.

8. The advertiser and/or its agency agree to defend and indemnify The Current against any and all liability, loss, or expenses arising for any claims for libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violations of rights of privacy or any other tort resulting from the publication of the advertiser's advertisement.

9. Copy changes on proofs from original copy submitted must be made no later than the Friday prior to publication 5 p.m.

10. All advertising space under contract must be used in the fiscal year in which the contract was signed.

11. Prepayment is required for all political or closing business advertisements and for all travel agencies.

12. Statements and tear sheets are mailed the first day after publication.

13. Payment is due 30 days from the date

of advertisement publication. Any outstanding monies owed to The Current 30 days after said date will be charged an additional 2% on the unpaid balance per month past due.

14. All advertising orders are subject to the policies of the current Rate Card. Orders received that do not reflect current rates and policies will be adjusted to meet those policies.

15. The Current reserves the right to revise its advertising rates and/or other conditions set forth in this Rate Card at any time with 30 days notice.

16. The Current shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which such failure to do so is due to an act of God, nature, strikes, accidents or other circumstances beyond the newspaper's control.