

The George Street Observer

2009-10 Advertising Rates

Local Retail Rates

Open Rate	\$6.50
Non-Profit Organizations.....	\$6.35

Standard Ad Size Pricing

1/8 page	\$101.64
1/4 page	\$176.40
1/2 page	\$317.52
Full page.....	\$635.04

Non-Modular Ad Size Pricing

3-16 column inches	\$6.50
16.5-31 column inches	\$6.25
31.5-62.5 column inches	\$6.00
63-126 column inches	\$5.50

*minimum ad size must be three column inches or above

Local Pick-Up Retail Rates

First Ad	Full price
2 nd -5 th repeat	20% discount
6 th -9 th repeat	35% discount
10 th -13 th repeat	50% discount

Pickup dates are available for repeating an identical ad within 13 consecutive dates.

Local Prepay Discount

For ad orders that are paid in full before the run date, a 5% discount will be extended to the advertiser.

Local Special Rates

Semester-long Special Rate

This rate requires the same ad, without changes in design or size, to run in the paper for a full semester. Changes can be made in text only. The ad must be a minimum of 5 column inches and a maximum of 126 column inches.

Color Rates

Spot color quotes are on a per page basis:

One color and black	\$100.00
Two color and black	\$125.00
Process/4 color.....	\$300.00

Classified Ad Rates

Classified Word Rates

Single Week.....	\$2.00/line
2-6 Weeks.....	\$1.75/line
Semester or annual contract.....	\$1.50/line

Students, Faculty and Staff

There is no charge for students, faculty and staff for classified word ads. A valid College of Charleston ID must be presented when placing the ad.

Requirements and Options:

We require a minimum of two lines per ad. Words set in boldface are an additional \$1.00 per run. Lines of space are charged \$0.75 per line per run. Ads with a 1 point box are an additional \$1.00 per run.

Classified Display Ad Rates

Open Rate	\$2.50
Campus Organizations.....	\$1.50

Registered and sanctioned organizations' ad orders need to be accompanied by a signed IDT form with proper account numbers.

University Department	\$1.75
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University department orders need to be accompanied by a signed IDT form.

Non-Profit Organizations	\$2.00
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Call for specific arrangements

Classified Pickup Rates

1 st Repeat.....	20% discount
2 nd -6 th Repeat.....	40% discount

Pickup rates are available for repeating an identical ad within 5 consecutive publication dates.

Internet Based Advertising

Up to 250x250 tile ads (per 1,000 views)\$5.00
 468x60 banner ads (per 1,000 views) \$10.00
 Online ad requests must be for a minimum of 20,000 views. Rate listed is per 1,000 views. You can receive a 25% discount on all online advertising when you run a minimum of one print ad per month during your online packages

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National Retail Ad Rates

Column Inch: \$9.00
Prepay Discount: 5% discount

Standard Ad Size Pricing

1/8 page \$170.75
1/4 page \$307.92
1/2 page \$590.46
Full page..... \$1,180.94

Non-Modular Ad Size Pricing

3-16 column inches \$11.00
16.5-31 column inches \$10.75
31.5-62.5 column inches \$10.50
63-126 column inches \$10.15

*minimum ad size must be three column inches or above

National Preprint Rates

1-4 pages \$450.00
Each additional 4 pages..... \$125.00

Requirements

Preprinted inserts must no larger than 11"x13" and no smaller than 8.5"x11". Reservation required 5 office days prior to insertion. Deliver 3 days in advance of insertion to:

Florida Sun Printing

54024 Cravey Road
Callahan, FL 32011
Phone: 904-879-2101
Fax: 904-879-5029

National Online Ad Deadlines

Copy is due 5 working days before first release.

National Online Advertising Support

Please call 515-294-4120

National Pickup Retail Rates

First Ad Full price
2nd-5th repeat 20% discount
6th-9th repeat 35% discount
10th-13th repeat 50% discount

Pickup dates are available for repeating an identical ad within 13 consecutive dates.

Color Rates

Spot color quotes are on a per page basis:

One color and black \$100.00
Two color and black \$125.00
Process/4 color..... \$300.00

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CONTACT AND SUBMISSION INFORMATION

Contact Information:

George Street Observer
College of Charleston
66 George Street
Charleston, SC 29424

Phone: 843-953-8119

Fax: 843-953-7495

Advertising and Design E-mail: gsoadv@gmail.com

Editorial e-mail: gso@cougarmedianetwork.com

Website: www.georgestreetobserver.com

Office Hours: 9 a.m.- 5 p.m. Monday-Friday

SUBMISSION INFORMATION

Mechanical Measurements

22.5" Broadsheet Format: 6 column inches

1 column inch.....	1.6111" x 1"
Full Page.....	6 columns x 21.5"
1 column	1.6111"
2 columns.....	3.3889"
3 columns.....	5.1667"
4 columns.....	6.9444"
5 columns.....	8.7222"
6 columns.....	10.500"

Common Ad Sizes

For retail and Classified display ads:

Full page 126 column inches (6 col x 22")
..... Area: 10.5" x 21.5"

Half Page..... 63 column inches
Horizontal: 6 columns x 10.5"
Vertical: 3 columns x 21.5"

Quarter Page 31.5 column inches
Horizontal: 4 columns x 8"
Vertical: 3 columns x 10.5"

Eighth Page 15 column inches
Horizontal: 3 columns x 5.1667"
Vertical: 2 columns x 7.5"

ELECTRONIC FILE REQUIREMENTS

Submission

E-mail all ads to: gsoadv@gmail.com

Your contact information, organization and phone number must be included in the body of the e-mail when sending electronic files.

Images and Fonts

All images and fonts used in the ad must be included on the disk/in the e-mail. PDF ad submissions must have all fonts and graphics embedded in the file.

Colors

Clearly state color separations and the exact color names of Pantone color number. Ads must be saved a PDF (preferred), TIFF or EPS. Full color PDFs must be designed in a CMYK color space. All spot color ads need to be saved as black plus color spot, not CMYK.

Resolution

Resolution must be a minimum of 170dpi and up to 300 dpi.

Programs/File Formats Accepted

The Observer accepts ads created in Adobe InDesign CS, Illustrator CS, Photoshop CS or later versions of these programs. NOTE: We do not accept Microsoft Publisher, Word or Adobe Pagemaker files. Art downloaded from the Web is not acceptable.

ACCEPTABILITY

The George Street Observer reserved the right to reject or revise any advertisement deemed to adversely affect the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to a significant number of the readers served by the newspaper, or be in conflict of the educational mission of the College community served. The Observer reserves the right to institute such other general policies as may be deemed appropriate at any time.

Liability

Sole responsibility for the content of an ad lies with the advertiser who unconditionally agrees to hold the George Street Observer harmless should a claim arise, and to pay for any and all expenses incurred as a result of publication of an ad. Should an ad not be published as ordered, the George Street Observer cannot be responsible for any losses or damages cause as a result. Should there be an error in an ad, the George Street Observer's liability is limited to the amount paid for the portion of the ad containing the error.

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COMMISSION AND PAYMENT TERMS

Agency Commission:

All rates are net. No cash discounts.

Billing and Past Due Accounts:

Account payments are due no later than 30 days following the publication date. Advertising cannot be accepted from accounts with balances over 30 days past due. Such accounts will be referred to the College of Charleston legal affairs office from which legal action may be taken. Accounts that are 30 days overdue will void out discounted rates and revert back to open rates. A 10% late charge will be added to accounts 30 days past due and 25% to accounts more than 60 days past due, as well as being turned over to the legal affairs office.

PREPAYMENT

CHECKS

Make checks payable to:
The George Street Observer
College of Charleston

CREDIT CARDS

Credit card payments can be made as well with Visa, Mastercard and Discover.