

# EAST TENNESSEAN

## 2002-03 ADVERTISING RATES AND INFORMATION

### CIRCULATION & MARKET INFORMATION

The *East Tennessean*, the student newspaper of East Tennessee State University, serves approximately 11,500 students and 1,700 faculty and staff members on ETSU's campus. Six thousand copies are distributed free twice weekly on Monday and Thursday, while the university is in session. The paper is not published during finals week.

In addition to an annual operating budget, the *East Tennessean* relies on advertising revenue generated from advertising sponsors, both local and national. Rates for reaching the ETSU market are based on the size of advertisements.

### CONTACT INFORMATION

Business Office ..... (423) 439-5363  
 Advertising ..... (423) 439-5363 or (423) 439-4677  
 Editor ..... (423) 439-4387  
 Advisor ..... (423) 439-6170  
 Fax ..... (423) 439-8407  
 E-mail address ..... [etnews@etsu.edu](mailto:etnews@etsu.edu)  
 Online ..... [www.easttennessean.com](http://www.easttennessean.com)

*East Tennessean*  
 P.O. Box 70688

East Tennessee State University  
 Johnson City, TN 37614-1709

Offices are located on the third level of the D.P. Culp University Center on J.L. Seehorn Jr. Road. The advertising office is open from 8 a.m.-4:30 p.m. Monday-Friday.

### DEADLINES

Monday paper ..... Thursday at noon  
 Thursday paper ..... Tuesday at noon

Inserts must be received seven days prior to insertion date and must be delivered by the advertiser to the printer, the *Elizabethton Star*, in Elizabethton, Tenn.

Ad proofs are available upon request. Deadline for corrections is 4 p.m. two business days before publication.

### CLASSIFIED AD RATES

\$4.00 for the first 15 words and 10 cents for each additional word.

### ADVERTISING SPECIFICATIONS

Columns per page ..... Five  
 Full-page size ..... 10 x 16 inches  
 1-column width ..... 1.875 or 1-7/8 inches  
 2-column width ..... 3.903 or 3-29/32 inches  
 3-column width ..... 6.0 inches  
 4-column width ..... 8.0 inches  
 5-column width ..... 10.0 inches  
 Printing method ..... Offset  
 Format ..... Tabloid

### ADVERTISING RATES

Local Display Rate ..... \$5.50 per column inch  
 University Departments ..... \$4.80 per column inch  
 Student Organizations ..... \$3.65 per column inch  
 National Display Rate ..... \$6.00 per column inch  
 Color Charges .....  
     \$60 for spot color (one or two colors)  
     \$100 for full color (four-color process)  
 Insert Charges ..... \$50 per 1,000 inserts

### CONTRACT RATES PER SEMESTER

5-9 issues ..... \$5.20 per column inch  
 10-14 issues ..... \$4.95 per column inch  
 15 or more issues ..... \$4.65 per column inch

### DISPLAY AD RATE TABLE

In./Col.	Col. 2	Col. 3	Col. 4	Col. 5
2	22.00	33.00	44.00	55.00
3	33.00	49.50	66.00	82.50
4	44.00	66.00	88.00	110.00
5	55.00	82.50	110.00	137.50
6	66.00	99.00	132.00	165.00
7	77.00	115.50	154.00	192.50
8	88.00	132.00	176.00	220.00
9	99.00	148.50	198.00	247.50
10	110.00	165.00	220.00	275.00
11	121.00	181.50	242.00	302.50
12	132.00	198.00	264.00	330.00
13	143.00	214.50	286.00	357.50
14	154.00	231.00	308.00	385.00
15	165.00	247.50	330.00	412.50
16	176.00	264.00	352.00	440.00

## 2002-03 PUBLICATION SCHEDULE

Summer Issues 2002 (Special Editions)

<b>June 20</b>		<b>Aug. 22</b>	
<b>Aug. 29</b>		<b>Jan. 13</b>	
<b>Sept. 5</b>			<b>16</b>
			<b>23</b>
			<b>27</b>
			<b>30</b>
		<b>Feb. 3</b>	
			<b>6</b>
			<b>10</b>
			<b>13</b>
<b>Oct. 3</b>			<b>17</b>
			<b>20</b>
			<b>24</b>
			<b>27</b>
		<b>Mar. 3</b>	
			<b>6</b>
			<b>10</b>
			<b>13</b>
			<b>27</b>
<b>Nov. 4</b>			<b>31</b>
		<b>Apr. 3</b>	
			<b>7</b>
			<b>10</b>
			<b>14</b>
			<b>17</b>
<b>Dec. 5</b>			<b>24</b>

## 2002-03 ACADEMIC CALENDAR

Aug. 22 .....	Preview/Pride Week Issue
Aug. 26 .....	Fall Classes Begin
Aug. 29 .....	Welcome Back Issue
Oct. 25 .....	Fall Break
Nov. 28-29 .....	Thanksgiving Break
Dec. 9 .....	Last Issue Before Christmas
Jan. 8 .....	Spring Classes Begin
Jan. 13 .....	First Spring Issue
Jan. 20 .....	Martin Luther King Jr. Holiday
March 17-22 .....	Spring Break
April 18 .....	Good Friday
April 24 .....	Last Spring Issue

The East Tennessean is now accepting ads electronically. Ads in PDF format can be e-mailed to [naff@etsu.edu](mailto:naff@etsu.edu) or [etnews@etsu.edu](mailto:etnews@etsu.edu).

## CREDIT & ADVERTISING POLICIES

1. Accounts that are unpaid after 60 days will not be extended credit and a significant portion of the balance must be paid before further advertising is accepted for publication.

2. New accounts will be required to pay in advance until credit is established. Credit will usually be established after 30 days.

3. The *East Tennessean* reserves the right to edit or reject advertising copy at any time.

4. Advertising using a person's name, photograph or other likeness must be authorized to run by notarized consent of the person(s) named or pictured.

5. In case of error or omission, the *East Tennessean's* liability, if any will not exceed the charge for that advertisement. The *East Tennessean* is not responsible for incorrect copy submitted by the advertiser. The *East Tennessean* will only be responsible for typographical errors which decrease the value of the advertisement. Liability for any error is limited to the first insertion of the erroneous advertisement. "Make-good" ads will run only as the Advertising Manager or Office Manager decide.

6. Alterations on advertisements will be set to follow the copy and layout style as closely as possible.

7. Cancellation of advertising space is accepted only until the deadline for space reservation.

8. Verbal agreements, promises or waivers of any nature not contained in this rate card shall not be binding.

9. Political ads should be paid in advance. Ads must conform to Tennessee campaign disclosure laws. Political ads must show clear endorsement, i.e. "Political Ad Paid for by (Advertiser)."

10. Ads are usually bordered, unless written specifications are made.

11. Clear sponsorship must be shown on each ad.

12. Position requests will be honored when possible, but not guaranteed.

13. Advertisements having the appearance of news must have the word "advertisement" printed above. Such ads must be bordered.

14. All space advertising rates listed in this publication are net local advertising rates unless indicated otherwise. No commissions for agencies or national representatives may be deducted from the local rate.

15. Advertising for ghost-written academic work, such as research papers, is not accepted.

16. Rates may vary for special editions. Contract rates will not apply to special editions.

17. Advertising of alcohol is acceptable but must conform to the following: It should not contain pricing nor offer free alcohol. Ads should include advertising for food products, the Tennessee state drinking age disclaimer and a reference to responsible drinking. Alcohol ads also should not contain references to events or programs that include demeaning sexual or discriminatory portrayal of individuals.

18. Volume discounts are available to advertisers who want to run ads in a specified number of issues. Advertisers who signs a contract for a volume discount rate must fulfill the terms of the contract. If they fail to do so, they will still be billed for the contracted amount.

Thank you for advertising with the *East Tennessean*!