

# The Periscope

The student-produced newspaper of Shorter University with a print circulation of 1,000+. Available online at [www.theperiscope.org](http://www.theperiscope.org).

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## Advertising Rates for Edition of the 2010-2011 School Year



**Format:** 12 pages, tabloid sized, 6 print issues per semester, and at least 6 online publications per semester

### Print

#### A–Full Page

(10.25x11.187)

-\$240 per issue

-\$1,440 per semester

**-Free Design\*or  
6 Weeks Online!**

#### B–Half Page

(5.062x11.187vertical)

(10.25x5.5 horizontal)

-\$120 per issue

-\$720 per semester

**-2 Weeks Online!**

#### C–1/4 Page

(5.062x5.5)

-\$60 per issue

-\$360 per semester

#### D–1/8 Page

(2.469x5.5)

-\$30 per issue

-\$180 per semester

### Online only

#### D– Full Site Ad

-\$150.00 per week

**ON EVERY PAGE!**

#### E– Front Page Ad

-\$75.00 per week

**MAIN PAGE AD!**

#### F– Section Ad

-\$50.00 per week

**Viewed on 5 pages!**

Add \$10 per issue fee for 1/8-page online ad with a print ad purchase. Ad will appear on one web page.

\* For one color plus black, add \$100 to the cost of each advertisement.

\*For full color, add \$250 to the cost of the ad. (Color ads can only go on the back page.)

\*First-time advertisers will be asked to pay up front for at least one advertisement.

\*One-time advertising design charge of \$20 for any new ad to be designed by Periscope staff.

## **DISCOUNTS:**

\*Semester-long contract discounts available:

-Discount of 5% off total bill for local ads run 3 or more consecutive times with only minor changes in the ad or publication-ready.

-10% off each ad for individual students

-20% off each ad for on-campus Shorter organization

<u>Projected Publication Dates</u> [2010-2011]	<u>Ad Deadlines</u>
Sept. 10	Sept. 3
Sept. 24	Sept. 17
Oct. 8	Oct. 1
Oct. 22	Oct. 15
Nov. 5	Oct. 29
Nov. 19	Nov. 12

## **READER INFORMATION**

### **Who reads college newspapers? (College Publisher Survey)**

- 77% of students
- 51% of staff
- 65% of faculty & staff

### **What should I expect from my advertisement with a news print publication?**

- 77% of respondents read the campus news print publication at least once a month
- 90% of respondents read the campus paper for campus events and local news.
- With constant increases of alumni students and incoming freshman, print and online readership will increase.

### **What should I expect for my advertisement with an online news source?**

- 52% of respondents are more likely to pay attention to a text-based advertisement.
- 45% of respondents are attracted to an ad because “the underlying service is appealing”
- 46% of respondents would be more interested in online advertising if it targeted their specific interests, so marketers should develop ads specific to the 18-24 year-old market

### **Advertisement Design Information**

We are available to meet and discuss with you the design of your advertisement and will design your ad according to your preferences. We have extremely talented staff members trained in graphic and layout design. Even more, we can link your advertisement to your business/ organization website.

### **Contract and Payment Information**

The contract may be returned to JoNathan Brown, the advertising manager. The staff will then follow up with your business/organization to collect a copy of the ad and payment, or our staff will arrange a consultation meeting for designing your advertisement. Once your advertisement has been created, you will receive a proof for its approval. If you do not approve, you may receive a refund or have the advertisement adjusted/ redesigned to your liking at no cost.