

THE EXPONENT



Call 765.743.1111 or email advertising@purdueexponent.org

LOCAL DISPLAY ADVERTISING

All rates are net. See page 3 for National rates.

Open Rate	University, Religious, Non-Profit
ROP \$13.25	ROP \$10.60
Classified \$14.60	Classified \$11.65

ADVERTISING AGREEMENTS

ROP	Classified	Contract duration is one calendar year. No timing or size stipulations.
75" \$10.50	\$11.55	10% Discount Same ad in its original form, repeated more than once a week. This discount applies only to advertising agreements.
150" \$10.10	\$11.10	
250" \$9.60	\$10.55	
500" \$9.10	\$10.00	
1,000" \$8.60	\$9.45	
2,500" \$8.35	\$9.20	
5,000" \$7.95	\$8.75	
10,000" \$7.55	\$8.30	

FULL-PAGE DISCOUNTS

5%	Full Page Ad
10%	2 Full Page Ads
15%	3 Full Page Ads

Discounts apply only to multiple ads running on the same publication date. University, religious and non-profit rates are not discountable.

INSERT ADVERTISING

PREPRINTED INSERTS

Quantity	1-6 pages	> 8 pages
0-3,000	\$131 per M	\$168 per M
3,001-5,499	\$121 per M	\$152 per M
5,500-8,499	\$110 per M	\$137 per M
8,500-11,000	\$100 per M	\$126 per M

PREPRINTED INSERT CONTRACTS

Quantity	1-6 pages (8x)	> 8 pages (8x)
0-3,000	\$120 per M	\$145 per M
3,001-5,499	\$110 per M	\$133 per M
5,500-8,499	\$100 per M	\$121 per M
8,500-11,000	\$90 per M	\$107 per M

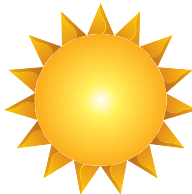
DISTRIBUTION BREAKDOWN

Greek & Cooperative Houses ...	625
Residence Halls	1,000
Faculty & Staff.....	2,900
Full Run.....	11,000

• Ship all inserts to:

The Exponent Attn: Ad Dept.
460 Northwestern Ave.
West Lafayette, IN 47906

- 10% insert discount for Local Advertising Agreement holders
- Must be purchased in groups of 500 inserts
- Any non-folded inserts are subject to 25% surcharge
- Advertising Director approval needed for all inserts
- Inserts due 2 weeks prior to run date
- M = 1,000
- 24-page maximum (tabloid)
- Maximum size: 11" x 11"



SUMMER ADVERTISING DISCOUNT

A 33 percent discount will be applied to advertisements for summer publications. Full open rates will be charged for all ads in the New Student Edition.

MEASUREMENT MECHANICS

Single Column Width	1.667"
Page Width	6 Columns
	10.632" Broadsheet
Page Depth/Height	21" Broadsheet

DEADLINE SCHEDULE

Online Ad Deadline	4 business days prior to run date, 5pm
Proof Deadline	4 business days prior to run date, 5pm
ROP Deadline	3 business days prior to run date, 5pm
Classified Display Deadline	2 business days prior to run date, 5pm
Classified Word Ad Deadline	1 business day prior to run date, 2pm

ADVERTISING POLICIES

AD PRODUCTION AND SUBMISSION: The Exponent will gladly design and produce ads free of charge. Proofs are available at the customer's request. Four business days are required and only one proof is provided per ad. Proofs are for the purpose of correcting production errors, not design changes. Any artwork submitted must have a resolution of 300 dpi or higher and have all fonts embedded in the document. The Exponent does not accept faxed artwork. The Exponent maintains copyright of ads we design.

ELECTRONIC FILES: The Exponent accepts electronic files either by e-mail or on a Mac-formatted thumb drive. Files must be submitted in a PDF, JPEG, TIFF or InDesign CS5.5 format. Submissions must be high resolution, 300 dpi or higher. Electronic files must be generated from originals that are as large or larger than the reproduction size. All ads submitted on thumb drive or sent electronically must have the fonts embedded in the document. Files sent to the Exponent are considered locked documents. If changes must be made to the ad, the Exponent is not responsible for the quality of reproduction. Due to the printing process some colors cannot be reproduced. The file must meet minimum web press specifications. PDFs generated in Distiller should use print presets. All color ads must be sent in CMYK.

DEPTH REQUIREMENTS: Advertisements must be as many inches deep as columns wide except in the classified section. No partial column widths accepted. Minimum ROP size: 3 column inches. Depth must be full or half-inch. Any ad more than 18" in depth will be set and charged for full-page depth. No full page ads available in classifieds.

AD PLACEMENT: Special placement, other than the classified section, cannot be guaranteed. Requests are honored when possible. Page position is neither sold nor guaranteed.

AD PAYMENT: Payment in advance is required for all new accounts for a minimum of six months and for all transient, political, mail order and amusement advertising or until credit has been established by the business office. Billed accounts are expected to pay within 30 days or will be considered delinquent. Pre-payment for word classified is required unless there is an existing account with the Exponent. All billed accounts will be charged at the billed/credit card rate. No refunds.



MAKEGOOD POLICY: In order for an advertisement to be considered for any amount of makegood, the Advertising Director must be notified by the advertiser within seven days after the publication of the advertisement. The original copy and instructions must be legible and clear. The Exponent's liability shall not exceed the cost of the advertisement in which the error occurred and the credit will be for the first incorrect insertion only. Makegood advertisements will be run, when feasible, before billing adjustments are allowed and may reprint only that portion of the advertisement that is in error. The Exponent accepts no liability for failure to publish advertising. The Exponent accepts no responsibility for copy changes made by telephone. The Exponent accepts no financial responsibility for typographical errors that do not change the meaning or effectiveness of an ad, or cannot be automatically construed as damaging to the advertiser.

MAIL ORDER ADVERTISING: Prepayment is required. If the mail order advertisement provides an opportunity for a reader to send money for a product or service, the advertiser must supply the Exponent with a contact name and street address if the only address in the advertisement is a post office box or phone number. If a product is involved, the Exponent may ask for the product at no expense.

ACCEPTABLE ADVERTISING: The Exponent accepts advertising containing alcoholic beverages, contraceptives and tobacco products. Advertising not accepted is at the discretion of the publisher. Examples of advertising not accepted: Ghostwritten work such as research papers, and hate or discriminatory advertising. No foreign languages will be printed without translation in the ad. The Exponent reserves the right to regulate typographical tone, subject matter, form, size, working and illustrations of all advertisements and to reject or revise copy that in its sole opinion is objectionable or does not meet the Exponent's standards. The Exponent also reserves the right to label any advertisement "paid advertising." No ads will be published upside-down, sideways, in a foreign language, or in any other manner not consistent with traditional newspaper make-up unless specific circumstances deem it necessary.

AD CANCELLATIONS: Advertisements canceled prior to 9 a.m. of the business day before publication will be charged 50% of the gross billing for that insertion. Requests for cancellation after 9 a.m. will be refused and the advertisement will run and be charged at the full rate.

Publication dates/special issues

- June 11: New Student Edition
- July 17: Parents Guide
- Aug. 13: Boiler Gold Rush Edition
- Aug. 16: Fall Welcome Back Edition
- Aug. 30: Football Tailgate Guide: Northwestern
- Sept. 6: Football Tailgate Guide: Eastern Michigan /YouthDay/Band Day
- Sept. 13: Football Tailgate Guide: Missouri /Military Appreciation Day
- Sept. 20: Football Tailgate Guide: Boston College /Homecoming Edition

- Oct 1: Fall Housing and Food Fair Guide
- Oct 2: Fall Housing and Food Fair
- Oct. 18: Football Tailgate Guide: Ohio State
- Oct. 22: Fall Restaurant Guide
- Oct 25: Basketball Season Preview Guide
- Oct. 29: Halloween Guide
- Nov. 1: Football Tailgate Guide: Iowa
- Nov. 15: Football Tailgate Guide: Wisconsin
- Nov. 19: Thanksgiving Guide Wrap
- Nov. 29: Winter Housing Guide
- Dec. 10: Holiday Gift Guide

- Dec. 13: Winter Puzzle Palooza
- Jan. 7: Spring Welcome Back Guide
- Jan. 28: Winter Housing Guide
- Feb. 11: Romance Guide
- Feb. 25: Spring Restaurant Guide
- Mar. 18: NCAA Brackets
- Apr. 15: Readers' Choice Guide
- TBD: Spring Puzzle Palooza
- TBD: Salary Guide
- TBD: Spring Housing and Food Fair
- TBD: Grand Prix Edition

Contact Information



PHONE: 765.743.1111 Ext. 122

WEBSITE: www.purdueexponent.org

TWITTER: @PurdueExponent

MAILING ADDRESS:
P.O. Box 2506
West Lafayette, IN 47996-2506

FAX: 765.743.6087

E-MAIL:
advertising@purdueexponent.org
classified@purdueexponent.org

SHIPPING ADDRESS:
460 Northwestern Ave.
West Lafayette, IN 47906-2966

ADVERTISING DIRECTOR:
Carl Abernathy (Ext. 109)
adirector@purdueexponent.org

ADVERTISING MANAGER:
Evan Miiller (Ext. 108)
admanager@purdueexponent.org

DIGITAL SERVICES PURDUEEXPONENT.ORG

Monthly

	Size (pixels)	Contract	Online Only
A) Leaderboard	728 x 90	\$743/mo.	\$862/mo.
B) Billboard	300 x 250	\$641/mo.	\$772/mo.
C) Button	120 x 90	\$248/mo.	\$297/mo.
D) Skyscraper	120 x 240	\$256/mo.	\$344/mo.
E) Banner	468 x 60	\$256/mo.	\$344/mo.
F) Tower	120 x 600	\$500/mo.	\$619/mo.

CPM (All CPM rates are subject to minimum of 50,000 impressions)

	Contract	Online Only	National
A) Leaderboard	\$10.45/M	\$11/M	\$16.50/M
B) Billboard	\$9.35/M	\$10.56/M	\$13.20/M
C) Button	\$3.30/M	\$5.28/M	\$6.60/M
D) Skyscraper	\$4.40/M	\$5.50/M	\$8.25/M
E) Banner	\$4.40/M	\$5.50/M	\$8.25/M
F) Tower	\$7.15/M	\$8.25/M	\$11/M

- M = 1,000
- The Exponent will gladly design and produce your online advertisement free of charge.
- Acceptable ad-submission formats: JPEG/JPG and GIF.
- Maximum file size is 2MB.
- Video ads subject to bandwidth surcharge.

A-Headerboard

B-Billboard

C-Button

D-Skyscraper

E-Banner

F-Tower

TWEET PRICING

- \$80* per Tweet on @purdueexponent
- \$375* for 5 Tweet Package
- \$725* for 10 Tweet Package
- Including any non-text items, such as links or photos costs an additional \$5/Tweet

*Print contract holders will receive a 10% discount. NOTE: Base rate is for 23,600 followers. After every 2,500 additional Exponent Twitter followers, the cost will increase \$5 per Tweet.

PROCEDURES

- Client can select from three general time frames for which the Tweet will be sent.
- Morning (8 a.m.-1 p.m.), afternoon (1-6 p.m.) or evening (6-11 p.m.)
- The Advertising Director and Editor-in-Chief can decide to postpone or suspend a scheduled Tweet, depending on the sensitivity of editorial-related content being distributed.
- Deadlines: 24 hours before message is scheduled. This is simply so that the content of the message can be approved.
- Although clients can opt to compose the copy of their advertisement, the Ad Reps can assist with the process at no cost of the client.
- Tweets without a link or photo can use up to 122 characters.
- Tweets with a link OR logo added can use up to 99 characters.
- Tweets with BOTH a link and photo can use up to 77 characters.

POLICIES

- Only three Sponsored Tweets are allowed per day on @purdueexponent's account
- This breaks down to one Tweet allowed per time period, per day
- Advertisers must provide or approve copy/text, which needs Exponent approval
- All Tweets must begin with "PAID AD," and conclude with the hashtag, "#ExpoAds"
- Clients may not direct Tweets at anyone or any group, with the exception of tweeting at its own business.

ELECTRONIC SIGN ADVERTISING³ (18 hours per day sign is on)

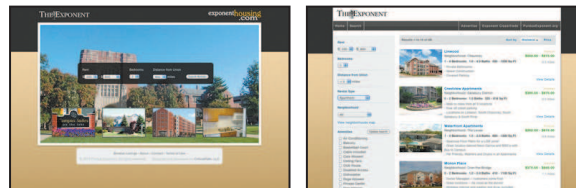


Stand Alone \$165/Day²
Single Slide (limited words w/logo)
4.5 hours of broadcast

Sponsored Scores/Time-Temperature \$110/Day²
Ad appears with Time & Temperature slide
Minimum 4.5 hours of broadcast based on 30 second rotation

² 10% sign advertising discount for Local Advertising Agreement holders.
³ Limited space for characters and/or logos.

EXPONENTHOUSING.COM



Standard Listing
Contract Holder \$10/mo.
Non-Contract Holders \$25/mo.

Premium Listing
Contract Holder \$165/mo.
Non-Contract Holders \$247.50/mo.

- First video setup free with premium listing per academic year; second and successive videos \$100/each.

RATE CARD EXTRA

DISPLAY ADVERTISING All rates are net.

Open Rate		University, Religious, Non-Profit	
ROP	\$13.25	ROP	\$10.60
Classified	\$14.60	Classified	\$11.65

ADVERTISING AGREEMENTS

	ROP	Classified	Contract duration is one calendar year. No timing or size stipulations. 10% Discount Same ad in its original form, repeated more than once a week. This discount applies only to advertising agreements.
75"	\$10.50	\$11.55	
150"	\$10.10	\$11.10	
250"	\$9.60	\$10.55	
500"	\$9.10	\$10.00	
1,000"	\$8.60	\$9.45	
2,500"	\$8.35	\$9.20	
5,000"	\$7.95	\$8.75	
10,000"	\$7.55	\$8.30	

NATIONAL RATES All rates are net. National rates are not discountable.

	ROP		Classified	
	Billed	Prepay	Billed	Prepay
Open Rate	\$17.54	\$15.79	\$19.29	\$17.37
1,000"	\$17.34	\$15.60	\$19.07	\$17.16
2,500"	\$16.93	\$15.24	\$18.62	\$16.76
5,000"	\$16.20	\$14.58	\$17.82	\$16.04
7,500"	\$15.57	\$14.00	\$17.13	\$15.40
10,000"	\$15.00	\$13.51	\$16.50	\$14.86

SPONSORSHIPS & DIRECTORIES

HOUSING FAIR

Fairs are held Fall & Spring

PUZZLE SPONSOR

FREE color when available available every issue

SPORTS BANNER

must purchase spot color available every issue

LOCAL LISTINGS

\$75 per ad 1 color included publishes Thursdays

RELIGIOUS DIRECTORY

\$4.50 per week publishes Thursdays

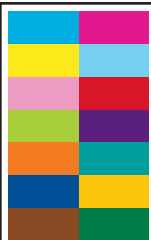
Run Day	Online Ad	Proof	ROP	Classified Display	Word Classified
Monday	Tuesday	Tuesday	Wednesday	Thursday	Friday
Tuesday	Wednesday	Wednesday	Thursday	Friday	Monday
Wednesday	Thursday	Thursday	Friday	Monday	Tuesday
Thursday	Friday	Friday	Monday	Tuesday	Wednesday
Friday	Monday	Monday	Tuesday	Wednesday	Thursday

A 33 percent discount will be applied to advertisements for summer publications. Full open rates will be charged for all ads in the New Student Edition.

FULL-PAGE DISCOUNTS

5%	Full Page Ad
10%	2 Full Page Ads
15%	3 Full Page Ads

Discounts apply only to multiple ads running on the same publication date. University, religious and non-profit rates are not discountable.



COLOR RATES

62 column inches or less
Spot Color \$95/color
Full Color \$285

63 column inches or more
Spot Color \$150/color
Full Color \$450

THIS IS AN EXAMPLE of a regular classified. It is charged by the word for both private accounts and free for Purdue students with a valid I.D.

TYPE 1

This is an example of classifieds type No. 1. It uses a small headline and is charged \$4.00 per line.

TYPE 2

This is an example of classifieds type No. 2. It uses a medium headline and is charged \$4.50 per line.

TYPE 3

This is an example of classifieds type No. 3. It uses a large headline and is charged \$5.00 per line.

TYPE 4

This is an example of classifieds type No. 4. It uses an extra large headline and is charged \$5.50 per line.

CLASSIFIED WORD ADS

Payment Type	First Day Rates	Repeat Rates
Non-Student Cash	\$0.55/word	\$0.35/word
Billed/Credit Card	\$0.55/word	\$0.40/word

Add your company's logo for \$15 per day.

Larger type sizes and placement available. All classified word ads will be published on our online edition as well as in the print edition. Place and pay for your classified word ads by calling 765.743.1111 Ext. 0.

Free Word Classifieds

Students are eligible for free classified word ads with student ID. Restrictions apply.

Publication Calendar & Deadline Schedule

• Gold: Special Issues • Light Gold: Publish Dates

• Gray: Non-Publish Dates

JUNE *summer '18*

S	M	T	W	R	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

JULY *summer '18*

S	M	T	W	R	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				

AUGUST *sum/fall '18*

S	M	T	W	R	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 *fall '18*

S	M	T	W	R	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 *fall '18*

S	M	T	W	R	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 *fall '18*

S	M	T	W	R	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 *fall '18*

S	M	T	W	R	F	S
						1
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30	31					

JANUARY *spring '19*

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30	31	

FEBRUARY *spring '19*

S	M	T	W	R	F	S
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MARCH *spring '19*

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30	31					

APRIL *spring '19*

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	1	2	3	4	5	6
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28	29	30				

MAY *spring/sum '19*

S	M	T	W	R	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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Publication Calendar & Deadline Schedule

• Gold: Special Issues

• Light Gold: Publish Dates

• Gray: Non-Publish Dates

JUNE *summer '18*

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

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29	30	31				

AUGUST *sum/fall '18*

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26	27	28	29	30	31	

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23	24	25	26	27	28	29
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OCTOBER *fall '18*

S	M	T	W	R	F	S
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21	22	23	24	25	26	27
28	29	30	31			

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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