Our print audience includes more than 59,000 readers, and our website garners 2.1 million visitors a year, making The Exponent an excellent tool for reaching new and returning customers. Our professionally-trained staff is committed to providing excellent customer service while meeting your marketing needs.

- **The Exponent** has been proudly serving the Purdue Community since 1889.
- **No. 1** source of information for local, national and sports news for Purdue students, faculty and staff.

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**Contact Information**

**PHONE:**
765.743.1111 Ext. 0

**FAX:**
765.743.6087

**WEBSITE:**
www.purdueexponent.org

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

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

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

**ADVERTISING DIRECTOR**
Stacey Kellogg (Ext. 206)
addirector@purdueexponent.org

**ADVERTISING MANAGER**
Jillian Ellison (Ext. 100)
classified@purdueexponent.org

**ADVERTISING PRODUCTION MANAGER**
Sherri Chaney (Ext. 114)
adproduction@purdueexponent.org
The Exponent

You have a story to tell. We can help.

Audience Breakdown
- Faculty & Staff: 13,131
- Students: 46,114
- Total Purdue Community: 59,245

Quick Facts*
- 78% of students look at on-campus, out-of-house media.
- Nationwide students have immense purchasing power:
  - $131 Billion discretionary
  - $245 Billion non-discretionary
- 67% of students frequently shop in stores
- 50% of students shop at major retail stores
- 33% of students frequently shop online

*Refuel Agency 2019 College Explorer study

Student Breakdown
- 22% Graduate Students
- 76% Undergrads
- 12% International Students
- 37% U.S. Non-Indiana Residents
- 51% Indiana Residents

Undergraduate Student Breakdown

Social Media Numbers

Print Distribution: About 20,000 each week

Web Engagement: 2.1 million visitors per year
The Exponent prints Mondays and Thursdays and breaking news is posted 7 days a week online.

LOCAL PRINT DISPLAY ADVERTISING
All rates are net.

<table>
<thead>
<tr>
<th>Open Rate</th>
<th>University, Religious, Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROP</td>
<td>$13.25</td>
</tr>
<tr>
<td>Classified</td>
<td>$14.60</td>
</tr>
<tr>
<td>ROP</td>
<td>$10.60</td>
</tr>
<tr>
<td>Classified</td>
<td>$11.85</td>
</tr>
</tbody>
</table>

ADVERTISING AGREEMENTS

<table>
<thead>
<tr>
<th>Rate</th>
<th>ROP</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>75&quot;</td>
<td>$10.50</td>
<td>$11.55</td>
</tr>
<tr>
<td>150&quot;</td>
<td>$10.10</td>
<td>$11.10</td>
</tr>
<tr>
<td>250&quot;</td>
<td>$9.60</td>
<td>$10.55</td>
</tr>
<tr>
<td>500&quot;</td>
<td>$9.10</td>
<td>$10.00</td>
</tr>
<tr>
<td>1,000&quot;</td>
<td>$8.60</td>
<td>$9.45</td>
</tr>
<tr>
<td>2,500&quot;</td>
<td>$8.35</td>
<td>$9.20</td>
</tr>
<tr>
<td>5,000&quot;</td>
<td>$7.95</td>
<td>$8.75</td>
</tr>
<tr>
<td>10,000&quot;</td>
<td>$7.55</td>
<td>$8.30</td>
</tr>
</tbody>
</table>

Contract duration is one calendar year. No reopen or re-open stipulations.

FULL-PAGE DISCOUNTS

<table>
<thead>
<tr>
<th>Discount</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>Full Page Ad</td>
<td>$10.70</td>
</tr>
<tr>
<td>10%</td>
<td>2 Full Page Ads</td>
<td>$10.80</td>
</tr>
<tr>
<td>15%</td>
<td>3 Full Page Ads</td>
<td>$11.85</td>
</tr>
</tbody>
</table>

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

NATIONAL RATES

<table>
<thead>
<tr>
<th>Rate</th>
<th>ROP</th>
<th>Classified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$17.54</td>
<td>$15.79</td>
</tr>
<tr>
<td>1,000&quot;</td>
<td>$17.34</td>
<td>$15.60</td>
</tr>
<tr>
<td>2,500&quot;</td>
<td>$16.93</td>
<td>$15.24</td>
</tr>
<tr>
<td>5,000&quot;</td>
<td>$16.20</td>
<td>$14.58</td>
</tr>
<tr>
<td>7,500&quot;</td>
<td>$15.57</td>
<td>$14.00</td>
</tr>
<tr>
<td>10,000&quot;</td>
<td>$15.00</td>
<td>$13.51</td>
</tr>
</tbody>
</table>

Billed & Prepay

<table>
<thead>
<tr>
<th>Rate</th>
<th>Prepay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$19.29</td>
</tr>
<tr>
<td>1,000&quot;</td>
<td>$19.07</td>
</tr>
<tr>
<td>2,500&quot;</td>
<td>$18.62</td>
</tr>
<tr>
<td>5,000&quot;</td>
<td>$17.82</td>
</tr>
<tr>
<td>7,500&quot;</td>
<td>$17.13</td>
</tr>
<tr>
<td>10,000&quot;</td>
<td>$16.50</td>
</tr>
</tbody>
</table>

MEASUREMENT MECHANICS

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

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 and the Parents’ Guide.

SPONSORSHIPS & DIRECTORIES

HOUSING FAIR
Fair is held Fall & Spring

PUZZLE SPONSOR
FREE color when 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

CONTACT INFORMATION

PHONE: 765.743.1111 Ext. 0
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PO. Box 2506
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adirector@purdueexponent.org

ADVERTISING MANAGER:
Jillian Ellison (Ext. 0)
admanager@purdueexponent.org

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, 5pm

DISTRIBUTION BREAKDOWN

Greek & Cooperative Houses...625
Residence Halls......1,000
Faculty & Staff...........2,500
Full Run................10,000

PREPRINTED INSERT CONTRACTS

<table>
<thead>
<tr>
<th>Quantity</th>
<th>1-6 pages *(8x)</th>
<th>&gt; 8 pages *(8x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3,000</td>
<td>$120 per M</td>
<td>$145 per M</td>
</tr>
<tr>
<td>3,001-5,499</td>
<td>$110 per M</td>
<td>$133 per M</td>
</tr>
<tr>
<td>5,500-8,499</td>
<td>$100 per M</td>
<td>$121 per M</td>
</tr>
<tr>
<td>8,500-11,000</td>
<td>$90 per M</td>
<td>$107 per M</td>
</tr>
</tbody>
</table>
### Digital Services
#### PurdueExponent.org

**Monthly**

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>Contract</th>
<th>Online Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Leaderboard 728 x 90</td>
<td>$743/mo.</td>
<td>$832/mo.</td>
</tr>
<tr>
<td>B: Billboard 300 x 250</td>
<td>$641/mo.</td>
<td>$772/mo.</td>
</tr>
<tr>
<td>C: Button 120 x 90</td>
<td>$248/mo.</td>
<td>$297/mo.</td>
</tr>
<tr>
<td>D: Skyscraper 120 x 240</td>
<td>$256/mo.</td>
<td>$344/mo.</td>
</tr>
<tr>
<td>E: Banner 468 x 60</td>
<td>$256/mo.</td>
<td>$344/mo.</td>
</tr>
<tr>
<td>F: Tower 120 x 600</td>
<td>$500/mo.</td>
<td>$619/mo.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Contract</th>
<th>Online Only</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Leaderboard $10.45/M</td>
<td>$11/M</td>
<td>$16.50/M</td>
</tr>
<tr>
<td>B: Billboard $9.35/M</td>
<td>$10.56/M</td>
<td>$13.20/M</td>
</tr>
<tr>
<td>C: Button $3.30/M</td>
<td>$5.28/M</td>
<td>$6.60/M</td>
</tr>
<tr>
<td>D: Skyscraper $4.40/M</td>
<td>$5.50/M</td>
<td>$8.25/M</td>
</tr>
<tr>
<td>E: Banner $4.40/M</td>
<td>$5.50/M</td>
<td>$8.25/M</td>
</tr>
<tr>
<td>F: Tower $7.15/M</td>
<td>$8.25/M</td>
<td>$11/M</td>
</tr>
</tbody>
</table>

- 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.

### Facebook Pricing
- $85 per post on [@purdueexponent](https://www.facebook.com/purdueexponent)
- can include 1 image and 1 hyperlink.
- $375 for 5-post package
- can include 1 image and 1 hyperlink.
- $725 for 10-post package
- can include 1 image and 1 hyperlink.

Note: Base rate is based on 19,000 followers. After every 2,500 Exponent Facebook followers, cost will increase $5 per post.

### Procedures
- Client can select from three general time frames for post: Morning (8 a.m. - 1 p.m.), Afternoon (1-6 p.m.), Evening (6-11 p.m.)
- The Advertising Director and Editor in Chief can decide to postpone or suspend a scheduled post depending on sensitivity of editorial-related content.
- Deadline: 24 hours before post is scheduled.
- Exponent advertising can help compose posts at no additional cost.

### Policies
- Only three sponsored Facebook posts are allowed on The Exponent’s account per day.
- That is one sponsored post, per time frame.
- Advertisers must provide or approve copy/text, which needs Exponent approval.
- All posts must begin with “PAID AD” and conclude with the hashtag #ExpoAds.
- Clients may not direct posts at anyone or any group, with the exception of tagging its own business.
- Hyperlinks must go to the client’s own managed pages/content.

### Instagram Pricing
- $85 per post on purdueexponent up to 5 photos
- $150 per post for 6-10 photos
- $375 for 5-post package up to 5 photos each
- $700 for 5-post package for 6-10 photos each

**Note:** Base rate is for 6,500 followers. After every 2,500 Exponent Instagram followers, cost will increase $5 per post.

### Procedures
- Client can select from three general time frames for post: Morning (8 a.m. - 1 p.m.), Afternoon (1-6 p.m.), Evening (6-11 p.m.)
- The Advertising Director and Editor in Chief can decide to postpone or suspend a scheduled post depending on sensitivity of editorial-related content.
- Deadline: 24 hours before post is scheduled.
- Exponent advertising can help compose posts at no additional cost. Photos must be provided.
- Exponent advertising staff can take photos for an additional cost, and in general 1-week notice is needed to take photos. Contact ad rep for details.

### Policies
- Only three sponsored Instagram posts are allowed on The Exponent’s account per day.
- That is one sponsored post, per time frame.
- Advertisers must provide or approve copy/text, which needs Exponent approval.
- All posts must begin with “PAID AD” and conclude with the hashtag #ExpoAds.
- Clients may not direct posts at anyone or any group, with the exception of tagging its own business.

### Tweet Pricing
- $85 per Tweet on [@purdueexponent](https://twitter.com/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

**Note:** Base rate is for 30,000 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.), 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.
- Although clients can opt to compose the copy of their advertisement, the Ad Reps can assist with the process at no cost to the client.
- Tweets without a link or photo can use up to 122 characters.
- Tweets with a link or photo 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](https://twitter.com/purdueexponent)
- 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 Advertising

**18 hours per day sign is on**

### Stand Alone
- $165/day
- Single slide (limited words w/logo)
- 4.5 hours of broadcast

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

*Limited space for characters and/or logo.*
CLASSIFIED WORD ADS

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>First Day Rates</th>
<th>Repeat Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Student Cash</td>
<td>$0.55/word</td>
<td>$0.35/word</td>
</tr>
<tr>
<td>Billed/Credit Card</td>
<td>$0.55/word</td>
<td>$0.40/word</td>
</tr>
</tbody>
</table>

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.

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 all ads we design.

ELECTRONIC FILES: The Exponent accepts electronic files either by email 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 in flash 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 columns inches. Depth must be full or half-inch. Any ad more than 1½” 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, or 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 classifieds 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 corrected as changing the address 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 is in its sole opinion 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 cancelled 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.