



# THE ARKANSAS TRAVELER

# Broadsheet ROP Rates and Sizes

Effective June 10, 2013

alpha chi omega since 1885 alpha chi omega alpha chi omega since 1885 alpha chi omega alpha chi omega alpha chi omega since 1885 alpha chi omega alpha chi omega alpha chi omega alpha chi omega

**A** alpha chi omega

♥'s the hogs!

AXΩ...  
a sisterhood that lasts forever

@ArkansasAXO

**B**

If the KEY FITS WIN IT!

WIN A SCOOTER!  
Bring your key in and if it unlocks the door in our model, YOU WIN A NEW SCOOTER!

MODEL NOW OPEN AT 1144 MARTIN LUTHER KING BLVD FAYETTEVILLE, AR 72701

the VUE FAYETTEVILLE

88.288.2096 | info@thevue.com | PLAYS • VILLAS • TOWNHOUSES

NOW LEASING FOR FALL 2013

**E**

**G**

**G**

GO GREEK AT THE YOU OF A!

**BE YOU!**

Like us on Facebook at University of Arkansas Greek Life  
Follow us on Twitter at ArkGreekLife

UAGREEKS.UARK.EDU

**D**

**I**

**H**

**F**

**R**

WE'RE A LOT THIS GUY!

WE GOT WHAT YOU NEED FOR BASKETBALL, BASEBALL, AND MORE!

ON CAMPUS at the GARLAND CENTER

WE ARE ALSO LOCATED AT: NWA Mall & Pinnacle Hills Promenade

the ARKANSAS STUDENT UNION

We are also located at: razorback shop (479) 575-2156 razorbackshop.uark.edu

## MODULAR AD SIZES

Ad	Size	Dimensions	Specs Inches	Specs Picas	Column Inches
A	Full page	6C x 20	10.5 x 20	63P x 120P	120CI
B	1/2 page	4C x 15	9.944 x 15	41P8 x 96P	60CI
C	1/2 page	6C x 10	10.5 x 10	63P x 60P	60CI
D	1/2 page	3C x 20	5.167 x 20	31P x 120P	60CI
E	1/4 page	4C x 8	6.944 x 8	41P8 x 48P	32CI
F	1/4 page	3C x 10	5.167 x 10	31P x 60P	30CI
G	1/8 page	2C x 8	3.389 x 8	20P4 x 48P	16CI
H	1/8 page	3C x 5	5.167 x 5	31P x 30P	15CI
I	Card	2C x 3	3.389 x 3	20P x 18P	6CI

## LOCAL AND CAMPUS PRICING

Local B&W	Local Color	Campus B&W	Campus Color
\$1,440	\$1,680	\$960	\$1,200
\$729	\$957	\$480	\$708
\$729	\$957	\$480	\$708
\$729	\$957	\$480	\$708
\$384	\$506	\$256	\$378
\$360	\$474	\$240	\$354
\$192	\$267	\$128	\$203
\$180	\$255	\$120	\$195
\$72	\$147	\$48	\$123

### ROP RATES

National	\$20.00
Campus/Non-Profit	\$8.00
Local Open Rate*	\$12.00
Local Contract Rate*	
2-126 CI	\$12.00
127-252 CI	\$9.50
253-378 CI	\$9.00
379-504 CI	\$8.50
505 or more CI	\$8.00

\* Applies to local rates only, and commitment to advertise must be made in advance.

### COLOR RATES

Process color only.  
Color costs are in addition to space costs.  
Per column inch \$3.80 from 1 column inch to 60 column inches.  
61 column inches or more is \$240.  
Minimum charge \$75 per Insertion.  
Maximum charge \$240 per Insertion.

### FREE STANDING INSERTS

Pre-printed inserts only. 1,000 minimum. 6,000 maximum. No guaranteed rack placement. Must fit comfortably into the folded newspaper. A surcharge may be applied for awkward, bulky or oddly shaped pieces. No inserts over 12 pages are accepted. Must be delivered 5 days prior to placement.

Single sheet	\$80CPM
4 to 8 pages	\$90CPM
9 to 12 pages	\$100CPM

Deliver to  
Nowata Printing Company  
3901 E. Mustard Way  
Springfield, MO 65808  
417-864-0932

### CONTACT INFORMATION

Elizabeth Birkinsha  
Sales Manager  
479.575.3839  
travad1@uark.edu

The Arkansas Traveler  
119 Kimpel Hall  
Fayetteville, AR 72701

### DEADLINES

Space Reservation: Five business days before publication.

Art: Three business days before publication.



# THE ARKANSAS TRAVELER **Publication Schedule 2013-2014**

Effective June 10, 2013

**AUGUST 2013**

S	M	T	W	T	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 2013**

S	M	T	W	T	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					

**SPECIAL ISSUES AND SECTIONS**

- Aug. 12 – Late Summer Orientation Issue
- Aug. 19 – Move-in Issue
- Aug. 26 – Welcome Back Issue
- Aug. 30 – Football Preview Issue
- Sept. 18 – Fall Dining Guide
- Oct. 15 – Traveler Magazine
- Oct. 30 – Basketball Preview Special Section
- Dec. 4 – Holiday Shopping Guide Tabloid
- Jan. 15 – Track and Field Special Section
- Jan. 29 – Spring Dining Guide
- Feb. 5 – Spring Break Planning Guide Special Section
- Feb. 12 – Baseball and Softball Special Section
- May 19 – Summer Orientation Issue

**OCTOBER 2013**

S	M	T	W	T	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 2013**

S	M	T	W	T	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

**ARKANSAS FOOTBALL SCHEDULE**

- Aug. 31 Louisiana (Fay)
- Sept. 7 Samford (LR)
- Sept. 14 Southern Miss (Fay)
- Sept. 21 Rutgers
- Sept., 28 Texas A&M (Fay)
- Oct. 5 Florida
- Oct. 12 South Carolina (Fay)
- Oct. 19 Alabama
- Nov. 2 Auburn (Fay)
- Nov. 9 Ole Miss
- Nov. 23 Mississippi State (LR)
- Nov. 29 LSU

**DECEMBER 2013**

S	M	T	W	T	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				

**JANUARY 2014**

S	M	T	W	T	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	

**FEBRUARY 2014**

S	M	T	W	T	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	

**MARCH 2014**

S	M	T	W	T	F	S
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					

**IMPORTANT UA DATES**

- Aug. 26 Classes begin
- Sept. 2 Labor Day holiday
- Oct. 21 – 22 Fall break
- Nov. 28 – 29 Thanksgiving holiday
- Dec. 12 Last day of classes
- Dec. 21 Commencement
- Jan. 13 Classes begin
- Jan. 20 Martin Luther King Day
- March 24 – 28 Spring break
- May 1 Last day of classes
- May 10 Commencement

**APRIL 2014**

S	M	T	W	T	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			

**MAY 2014**

S	M	T	W	T	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