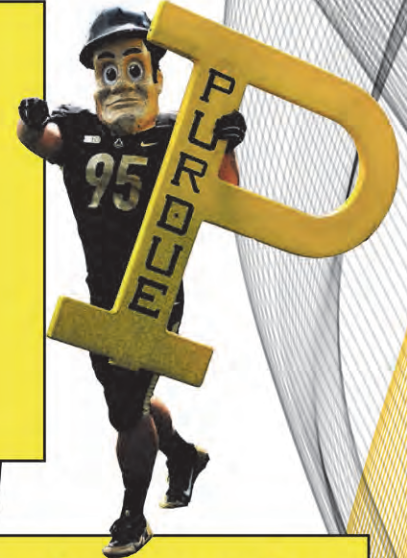


# THE EXPONENT



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.



## Contact Information

**PHONE:**

765.743.1111 Ext. 0

**FAX:**

765.743.6087

**WEBSITE:**

[www.purdueexponent.org](http://www.purdueexponent.org)

**E-MAIL:**

[advertising@purdueexponent.org](mailto: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](mailto:addirector@purdueexponent.org)

**ADVERTISING MANAGER**

Jillian Ellison (Ext. 100)  
[classified@purdueexponent.org](mailto:classified@purdueexponent.org)

**ADVERTISING PRODUCTION MANAGER**

Sherri Chaney (Ext. 114)  
[adproduction@purdueexponent.org](mailto: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

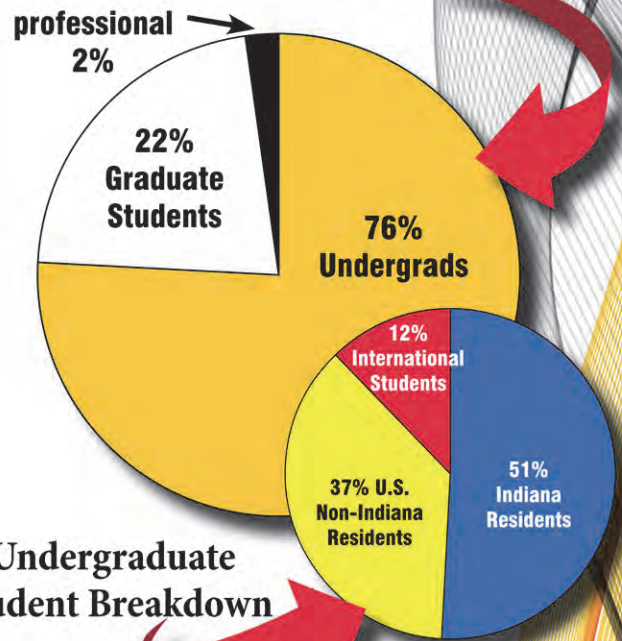
**67%** of students frequently shop in stores

**50%** of students shop at major retail stores

**33%** of students frequently shop online

\*Refuel Agency 2019 College Explorer study

## Student Breakdown



## Undergraduate Student Breakdown

## Social Media Numbers



Print Distribution: About 20,000 each week

Web Engagement: 2.1 million visitors per year



# THE EXPONENT



Call 765.743.1111 ext. 0 or email [advertising@purdueexponent.org](mailto:advertising@purdueexponent.org)

The Exponent prints Mondays and Thursdays and breaking news is posted 7 days a week online.

## LOCAL PRINT DISPLAY ADVERTISING

All rates are net.

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

## 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

## ADVERTISING AGREEMENTS

	ROP	Classified	Contract duration is one calendar year. No timing or size stipulations.
75"	\$10.50	\$11.55	<b>10% Discount</b> 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	

### 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

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

## DISTRIBUTION BREAKDOWN

Greek & Cooperative Houses ...	625
Residence Halls .....	1,000
Faculty & Staff .....	2,900
Full Run .....	10,000

### • Ship all inserts to:

The Exponent Attn: Ad Dept.  
460 Northwestern Ave., 2nd Floor  
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"

## MEASUREMENT MECHANICS

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

## DEADLINE SCHEDULE

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

## 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.

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

## Contact Information



PHONE: 765.743.1111 Ext. 0

FAX: 765.743.6087

WEBSITE: [www.purdueexponent.org](http://www.purdueexponent.org)

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[admanager@purdueexponent.org](mailto: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** ← **A-Leaderboard**

**B** ← **B-Billboard**

**C** ← **C-Button**

**D** ← **D-Skyscraper**

**E** ← **E-Banner**

**F** ← **F-Tower**

# ELECTRONIC SIGN ADVERTISING<sup>3</sup>

(18 hours per day sign is on)



**Stand Alone**  
 \$165/Day<sup>2</sup>  
 Single Slide (limited words w/logo)  
 4.5 hours of broadcast

**Sponsored Scores/Time-Temperature**  
 \$110/Day<sup>2</sup>  
 Ad appears with Time & Temperature slide  
 Minimum 4.5 hours of broadcast based on  
 30 second rotation

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



## FACEBOOK PRICING

- \$85 per post on @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 post 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
- \$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.) 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.
- 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.



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.



## 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.

