

# The Echo

ADVERTISING PACKET, FALL 2018

THE ECHO NEWSPAPER | UNIVERSITY OF CENTRAL ARKANSAS  
201 DONAGHEY AVENUE | UCA BOX 5038 | CONWAY, ARKANSAS 72035  
(501) 499-9UCA (9822) | ECHONEWSADVERTISING@GMAIL.COM

# The Echo

The official student newspaper of the University of Central Arkansas

## GENERAL ADVERTISING INFORMATION

### RATES

(Black & White Rate/Color Rate)

- Local Rate - **\$7.00/\$9.00** PCI  
Local rates are only available to businesses within Central Arkansas. National advertising firms are NOT eligible for local rates.
- On-Campus Rate - **\$7.00/\$9.00** PCI  
On-campus rates are available to registered student organizations, academic departments, student government and other university entities. Not for commercial use.
- National Rate - **\$12.00/\$16.00** PCI
- Inserts - Please provide at least 2,600 copies
  - Single Sheet - **\$420.00/issue**
  - 4-8 pages - **\$460.00/issue**
  - 9-12 pages - **\$500.00/issue**
- Online - A total of two static ad blocks are available on [ucaecho.net](http://ucaecho.net) on a first-come, first-serve basis. Ads are sold on a month-to-month basis and may be updated weekly. A banner on the homepage is available for \$300/month; a block on each story page is available for \$500/month. Contact your ad representative for more information.

### POPULAR SIZES

(local price per issue - B&W/Color)

3x1 **\$21/\$27** | 3x2 **\$42/\$54** | 3x5 **\$105/\$135**  
3x10 **\$210/\$270** (¼ pg) | 6x10 **\$420/\$540** (½ pg)  
Full Page **\$840/\$1,080**

### DISCOUNTS

The Echo offers three discounts that may be stacked. Discounts may not exceed 15% of the full advertisement cost.

A **5% discount** is available to all UCA RSOs and departments.

A **5% discount** is available if the advertisement is prepaid. Prepayment must be received at The Echo's advertising office by noon on Monday of the publication week.

A **5% discount** is available if the advertiser or agent purchases advertisements for 12 or more consecutive issues.

### PUBLICATION INFORMATION

The Echo is distributed on Wednesday. The Echo prints 2,500 copies per issue. A single issue is provided at no charge to students.

Advertising space must be reserved by noon on the Friday before the publication date. Late reservations will be accepted at the discretion of the advertising director and/or business manager. Space size may not be adjusted after noon on the Friday before the publication date.

All artwork and/or graphics must be sent to [echonewspaperads@gmail.com](mailto:echonewspaperads@gmail.com) by noon on Monday. Otherwise, space reservations will be canceled.

### PUBLICATION DATES - FALL 2018

- August 29
- September 5, 12, 19, 26
- October 3, 17, 24, 31
- November 7, 14, 28
- December 5

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## 2018-2019 Local & On-Campus Rate Schedule

Col. (W)	In. (H)	B&W Rate	Color Rate	Col. (W)	In. (H)	B&W Rate	Color Rate
1	1	\$7.00	\$9.00	4	1	\$28.00	\$36.00
1	2	\$14.00	\$18.00	4	2	\$56.00	\$72.00
1	3	\$21.00	\$27.00	4	3	\$84.00	\$108.00
1	4	\$28.00	\$36.00	4	4	\$112.00	\$144.00
1	5	\$35.00	\$45.00	4	5	\$140.00	\$180.00
1	6	\$42.00	\$54.00	4	6	\$168.00	\$216.00
1	7	\$49.00	\$63.00	4	7	\$196.00	\$252.00
1	8	\$56.00	\$72.00	4	8	\$224.00	\$288.00
1	9	\$63.00	\$81.00	4	9	\$252.00	\$324.00
1	10	\$70.00	\$90.00	4	10	\$280.00	\$360.00
2	1	\$14.00	\$18.00	5	1	\$35.00	\$45.00
2	2	\$28.00	\$36.00	5	2	\$70.00	\$90.00
2	3	\$42.00	\$54.00	5	3	\$105.00	\$135.00
2	4	\$56.00	\$72.00	5	4	\$140.00	\$180.00
2	5	\$70.00	\$90.00	5	5	\$175.00	\$225.00
2	6	\$84.00	\$108.00	5	6	\$210.00	\$270.00
2	7	\$98.00	\$126.00	5	7	\$245.00	\$315.00
2	8	\$112.00	\$144.00	5	8	\$280.00	\$360.00
2	9	\$126.00	\$162.00	5	9	\$315.00	\$405.00
2	10	\$140.00	\$180.00	5	10	\$350.00	\$450.00
3	1	\$21.00	\$27.00	6	1	\$42.00	\$54.00
3	2	\$42.00	\$54.00	6	2	\$84.00	\$108.00
3	3	\$63.00	\$81.00	6	3	\$126.00	\$162.00
3	4	\$84.00	\$108.00	6	4	\$168.00	\$216.00
3	5	\$105.00	\$135.00	6	5	\$210.00	\$270.00
3	6	\$126.00	\$162.00	6	6	\$252.00	\$324.00
3	7	\$147.00	\$189.00	6	7	\$294.00	\$378.00
3	8	\$168.00	\$216.00	6	8	\$336.00	\$432.00
3	9	\$189.00	\$243.00	6	9	\$378.00	\$486.00
3	10	\$210.00	\$270.00	6	10	\$420.00	\$540.00
<b>Column Specifications:</b>				<b>FULL PAGE (6X20): \$840.00 \$1,080.00</b>			
1 column	1.64"			<ul style="list-style-type: none"> <li>• Prices for advertisements larger than a half page ad but smaller than a full page ad are not listed. Please contact your <i>Echo</i> sales representative to obtain this information.</li> <li>• For information regarding national rates, please contact your <i>Echo</i> sales representative.</li> </ul>			
2 columns	3.38"						
3 columns	5.19"						
4 columns	7.06"						
5 columns	8.76"						
6 columns	10.42"						
<b>All ad heights are measured in inches.</b>							

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## INSERTION ORDER

**Advertising Policy:** Advertisements may be subject to rejection or acceptance by the advertising board. All advertising must meet the standards set by The Echo's advertising board prior to publication.

**Distribution Dates:** The Echo is distributed on Wednesday, 13 times a semester.

**Circulation:** The Echo prints 2,500 copies per issue. A single issue is provided at no charge to students.

**Space Reservations:** Advertising space must be reserved by noon Friday before the publication date. Late reservations will be accepted at the discretion of the advertising director and/or the business manager. Space size may not be adjusted after noon on the Friday before the publication date.

**Artwork Deadline:** All artwork and graphics must be provided via email to [echonewspaperads@gmail.com](mailto:echonewspaperads@gmail.com) by Monday at noon on the publication week. Otherwise, space reservations will be canceled.

**Cancellation:** Cancellations will be accepted until the deadline for space reservations. If advertising is canceled due to the lack of artwork, the advertiser will be liable for the charges incurred.

**Errors:** The Echo will be responsible for the first insertion of a corrected advertisement unless the advertisement was provided camera-ready by the advertiser or its agent. In such case, the advertiser or agent will be held liable. The liable cost cannot exceed the original cost of the advertisement.

**Proofs:** Advertisement proofs may be available at the request of the advertiser or agent. Contact the advertising director for more information.

**Tear Sheets:** A single tear sheet will be provided with each invoice.

**Billing:** The Echo will bill within a month of publication. If an invoice or tear sheet has not been received after 30 days of insertion, please notify the advertising office immediately. It is the sole responsibility of the advertiser or agent to notify The Echo of mailing address changes.

**Date Due:** All outstanding invoices are due within 30 days of invoice date unless prior arrangements

have been made with the advertising director.

**Payment:** The Echo accepts checks, money orders, and departmental transfers. Cash is accepted if paid in person at The Echo's advertising office or paid to a sales representative.

**Late Fee:** A 25% late charge will be assessed on all outstanding invoices that are more than 30 days past due. After 45 days, all outstanding invoices may be turned over to a collection agency for further action.

If the invoice is turned over, the advertiser or agent will be responsible for original invoice charges, the 25% late fee, and additional service costs incurred from the collection agency.

**Credit Cancellation:** If payment has not been received within 60 days of invoice date, The Echo's advertising board may choose to discontinue accepting advertisements from a specific advertiser, agent, or firm.

**Discounts:** The Echo offers three discounts that may be stacked. Discounts may not exceed 15% of the full advertisement cost.

A 5% discount is available to all registered student organizations and academic departments.

A 5% discount is available if advertisement is prepaid. Prepayment must be received at The Echo's advertising office by Monday at noon of the publication week.

A 5% discount is available if advertiser or agent purchases advertisements for 12 or more consecutive issues.

**Size Specification:** The Echo is printed on offset broadsheet newspaper with six columns per page. A single column is 1.64 inches.

Four-color advertisements may be purchased.

Advertisements are purchased by the number of columns multiplied by the number of inches.

1 column	1.64"
2 columns	3.38"
3 columns	5.19"
4 columns	7.06"
5 columns	8.76"
6 columns	10.42"

**Artwork Specification:** All artwork and graphics must be at least 300dpi. The Echo is not responsible for distortion caused by artwork or graphics improperly submitted.

The Echo prefers advertisers and agents submit artwork in a .pdf (Portable Document Format) optimized for press quality. However, The Echo will also accept artwork and graphics in .jpeg, .jpg, .eps, and .tiff image formats.

**Additional Services:** In-house advertisement design is available to advertisers and agents at no additional cost.

Complex advertisements including works with advanced artwork and/or graphics may incur additional charges. Extra charges will be assessed at the discretion of the advertising director and/or business manager. Advertisers or agents will be notified of the additional charges before Monday at noon of the publication week.

**Inserts:** The Echo will accept preprinted inserts only. A copy of the insert must be provided to the advertising director five days in advance of the publication date for review for acceptability. The complete set of 2,600 preprinted inserts must arrive at 404 Graham Road, Jacksonville, AR 72076 five (5) days before the distribution date.

To secure advertising in The Echo, you must agree to the above terms and conditions. These terms are to ensure that our production runs smoothly and you, as the advertiser or agent, get the best advertising possible in our publication.

If you do not agree to terms and conditions of this contract, The Echo reserves the right to decline advertising from you as an individual, agent, organization, or business.

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Agency/Advertiser Name

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Agency/Advertiser Representative  
Signature

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The Echo Sales Representative

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Date

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## INSERTION ORDER

ADVERTISER: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

AD DIMENSIONS/DETAILS: \_\_\_\_\_

BLACK & WHITE     COLOR     INSERTS

DISCOUNTS:     5% PREPAYMENT     5% UCA ORG/DEPT     5% BULK (12+ ISSUES)

TOTAL ISSUES: \_\_\_\_\_ PRICE/ISSUE: \$ \_\_\_\_\_ GRAND TOTAL: \$ \_\_\_\_\_

ISSUE DATES:  ALL, -OR- \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

PAYMENT METHOD: \_\_\_\_\_

ADDITIONAL COMMENTS & AD SKETCH:

AD REPRESENTATIVE: \_\_\_\_\_ DATE: \_\_\_\_\_