

the Rice Thresher

2009-2010 Advertising Information

Reach Rice. *The Rice Thresher*, the official student newspaper of Rice University in Houston, Texas, reaches approximately 12,000 members of the Rice community every Friday during the academic year, including students, faculty, staff, visitors and alumni.

More than 3,000 undergraduates and 2,000 graduate students attend Rice each year, representing all 50 states and 80 foreign countries. About 80 percent of undergraduates live on campus and many graduate students live in the Rice Graduate Apartments, just blocks from the world-renowned Texas Medical Center, METRORail, the Village shopping area and the Museum District.

Advertising in *The Rice Thresher* is the most cost-effective way to reach this sought-after niche market.

The Rice Thresher has served the Rice community since 1916, with weekly issues distributed during the academic year. The *Thresher* features campus news, arts and entertainment reviews, coverage of Division I and intramural sports, student opinion, plus the irreverent backpage. The *Thresher* also publishes a calendar and occasional features. The *Thresher* has received several Associated Collegiate Press All-American Ratings and in 2009 won Third Place Best in Show in its class from ACP. Additionally, staff members have won regional and national awards, including from the Society of Professional Journalists.

***The Rice Thresher* can be your direct link to the Rice community. Call today to learn more.**

QUICK FACTS

5,000 weekly circulation

estimated readership **11,600**

undergraduates 3,150

graduate students 2,200

faculty & staff 2,600

subscribers 150

campus visitors 3,500

KEY DATES

Aug. 16-21	Orientation Week
Aug. 24	Fall classes begin
Nov. 13-15	Homecoming
Dec. 4	Fall classes end
Jan. 11	Spring classes begin
Feb. 27- Mar. 7	Spring break
Apr. 23	Spring classes end
May 15	Commencement

CONTACT INFO

Ads Manager	Cathleen Chang
Ads Manager	Molly Slattery
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Classifieds	Tiffany Kuo
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Address
 The Rice Thresher
 Rice University MS-524
 P.O. Box 1892
 Houston, TX 77251-1892

www.ricethresher.org

Print Advertising

DEADLINES

The *Thresher* is published every Friday during the academic year, except during final exams and holidays (see publication schedule, page 4). Deadlines are as follows:

Space reservation/Cancellation:

5 p.m. Monday prior to publication

Ad materials:

5 p.m. Tuesday prior to publication

Note: For the May 18 issue, deadlines are Mon., May 10, and Tues., May 11.

Advertisers will be charged for space reserved if they do not cancel their reservation before the Monday deadline.

SUBMISSION METHOD

Preferred submission method is via e-mail to thresher-ads@rice.edu, or on disk in one of the following Macintosh formats: PDF, TIFF or JPEG (min. resolution 200 dpi).

Please include a hard copy of the ad when submitting on disk or fax a copy of the ad when e-mailing your ad to verify final output. Color ads must be submitted in CMYK format with a color proof.

DESIGN SERVICES

The *Thresher* offers ad design services at \$50 per hour. Please speak to your ad rep if you require these services.

CLASSIFIED ADVERTISING

Classified ads are available for \$15 per block of 35 words. Copy and prepayment must be received by 5 p.m. Tuesday prior to publication. Classifieds appear on the backpage. Information and an order form are available at www.ricethresher.org/classifieds.

TEARSHEETS & BILLING

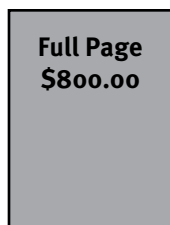
One tearsheet is mailed along with an invoice one business day after publication for all display advertising. No tearsheets are provided for classified advertising.

For payment and credit policies, see page 4. For questions regarding billing, tearsheets or credit applications, please contact the *Thresher* business manager at 713-348-3971 or thresher-biz@rice.edu.

RATES & SIZES

The *Thresher* advertising rate is \$10.00 per column inch. For example, a 2-column wide x 4-inch tall ad would total 8 column inches, and cost \$80.00 (8 column inches x \$10.00). The minimum ad size is 4 column inches (2 columns x 2 inches or 1 column x 4 inches). All rates are net and non-commissionable.

Common Ad Sizes



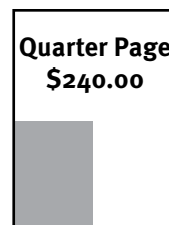
Full Page
\$800.00

5 columns x 16"
80 column inches
10.12" wide x
16" tall



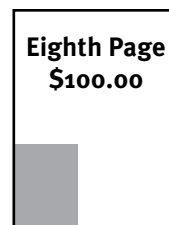
Half Page
\$400.00

5 columns x 8"
40 column inches
10.12" wide x
8" tall



Quarter Page
\$240.00

3 columns x 8"
24 column inches
6" wide x 8" tall



Eighth Page
\$100.00

2 columns x 5"
10 column inches
3.95" wide x
5" tall

Column width: 1 col. = 1.8917" 2 col. = 3.95" 3 col. = 6.0083" 4 col. = 8.0667" 5 col. = 10.125"

Inserts

Free-standing, preprinted inserts can be placed into the fold of the *Thresher* at a rate of \$150 per 1,000. Inserts larger than 20 pages may cost extra. Inserts must be purchased in increments of 500. Minimum purchase is 1000; maximum is 5500. Inserts are not sent to *Thresher* subscribers and are not available in the Graduation issue. A sample of the insert must be provided at the time of space reservation and must conform to *Thresher* advertising policies.

Inserts must be received by Mirror Publishers Incorporated at least a week in advance of publication date and should clearly be labeled with "Rice Thresher," the date of insertion and advertiser contact information. The *Thresher* is not responsible for inserts that are mislabeled, misdirected or delivered late. The advertiser will be billed in full for inserts not cancelled by 5 p.m. on the Monday prior to publication. After confirming insertion date, please ship inserts to:

Mirror Publishers Incorporated
7500 FM 1765 Rd
Texas City, TX 77591

Color Ads

Spot color is available for an additional fee of \$300 per color. Minimum ad size for a spot-color ad is 24 column inches.

Full color (four-color process) ads are available for an additional fee of \$1500, regardless of ad size. Space reservations for full-color ads must be received two weeks prior to publication date.

Discounts

A 10% discount is offered when the same ad runs in four consecutive issues. A 20% discount is offered when the same ad runs in every issue for an entire semester. All discounts must be approved by the advertising manager and contract must be signed before the discount is applicable.

Position Requests

The *Thresher* will honor a position request for an additional \$100 fee, dependent on space availability. The *Thresher* does not place ads in the opinion section or on the first page of any section.

Online Advertising

WHY ADVERTISE ONLINE?

The *Thresher* has more than 90% of the editorial content of each issue posted on the web at www.ricethresher.org. Anyone can access the *Thresher* online, and registered users can receive online notification of the issue's contents each week, as well as breaking news updates. When Rice is in session, there are more than 35,000 page impressions each month. Visitors come not only from campus, but also from the Houston community and the entire nation.

Statistics

User stats	Week	Month
Impressions	8,700	35,000
Sessions	3,500	16,000

Estimates based on Spring 2009 data

DEADLINES

Ads can be placed online Monday through Thursday. Space reservation must be made one week prior to desired activation date. Ads that are ready to be placed online must be sent two days prior to desired activation date. For design services and timeline, please speak to the advertising manager.

SUBMISSION METHOD

Preferred submission method is via e-mail to thresher-ads@rice.edu. The site can host JPEG, GIF and Flash formats. Ads can also be submitted on disk. Ads should have a minimum resolution of 72 dpi and the color format should be RGB.

DESIGN SERVICES

The *Thresher* offers ad design services at \$50 per hour. Please speak to your ad rep if you require these services.

BILLING

For payment and credit policies, see page four of this rate card. For questions regarding billing, tearsheets or credit applications, please contact the *Thresher* business manager at 713-348-3971 or thresher-biz@rice.edu.

RATES & SIZES

Online ads can be purchased in two different sizes and four different locations. The ad will rotate with others in its position until its CPM maximum has been met, and the ad can link directly to your website.

Ad Positions

The image shows a screenshot of the Rice Thresher website with four callout boxes pointing to specific ad locations. Position #1 is a top banner at the top of the page. Position #2 is an upper square on the right side. Position #3 is a lower square below the upper square. Position #4 is a bottom banner at the bottom of the page. Each callout box contains the position number, name, and dimensions.

- Position #1: Top Banner (460 x 60 pixels)
- Position #2: Upper Square (300 x 250 pixels)
- Position #3: Lower Square (300 x 250 pixels)
- Position #4: Bottom Banner (460 x 60 pixels)

Rates

Ads are priced at CPM, or cost per thousand impressions, and so purchased in increments of 1,000 impressions. The ad is automatically taken off-line once the impressions limit has been met. Rates are as follows:

Position #1: Top Banner (460 x 60):	\$15 CPM
Position #2: Upper Square (330 x 250):	\$10 CPM
Position #3: Lower Square (330 x 250):	\$7 CPM
Position #4: Bottom Banner (460 x 60):	\$5 CPM

Square ads can be smaller than 250 pixels tall, but the CPM remains the same.

Discounts

A 10% discount is offered when the advertiser runs a print ad and an online ad simultaneously. All discounts must be approved by the advertising manager and a contract must be signed before the discount is applicable.

General Information

PAYMENT & CREDIT POLICIES

All advertising must be prepaid unless credit has been established. Credit will be extended only to those with a good payment history and proper references. A credit application is available upon request.

Payments may be made by check or credit card. American Express, Visa, MasterCard and Discover Card are accepted.

Full payment for advertising on credit is due within 30 days of publication date. Accounts 30 days past due may be charged the greater of 1.5% of the amount due or \$10 per month per invoice as a late fee. The *Thresher* reserves the right to refuse or revoke credit at any time. Accounts 60 days past due or with a poor payment history will be refused advertising.

Advertisers will be charged for space reserved if they do not cancel their reservation by 5 p.m. on the Monday prior to publication.

RESTRICTIONS

The advertiser is responsible for securing rights to any copyrighted material within their advertisement. Ads that resemble editorial content will be labeled "Paid Advertisement." The *Thresher* may also add the name of the advertiser to any ad that does not contain that information. The *Thresher* reserves the right to refuse any advertisement for any reason, to restrict illustrations or copy, and to verify the legitimacy of any claim made in an advertisement.

ERRORS

The *Thresher* accepts no responsibility for errors beyond the cost of the first insertion. It is the advertiser's responsibility to verify the accuracy of ad copy. Prepress proofs of ads will be furnished upon request.

PUBLICATION SCHEDULE

Fall 2009

AUGUST

						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
^{23/30}	^{24/31}	25	26	27	28	29	

SEPTEMBER

		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

					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

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

		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			

Spring 2010

JANUARY

					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
^{24/31}	25	26	27	28	29	30	

FEBRUARY

		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

	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				

APRIL

					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

						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
^{23/30}	^{24/31}	25	26	27	28	29	