

University of Colorado at Colorado Springs

The Scribe Media Kit

MARKET

PRINT RATE

ONLINE RATE

CONTRACT

the official student newspaper of UCCS



CONTACT

Mailing Address

1420 Austin Bluffs Parkway
PO Box 7150
Colorado Springs, CO 80933

Telephone

Advertising (719) 255-3469
Newsroom (719) 255-3658
Facsimile (719) 255-3600

Web Site

www.uccsscribe.com

Classified Web Site

<http://scribe.campusave.com>

SCHEDULE

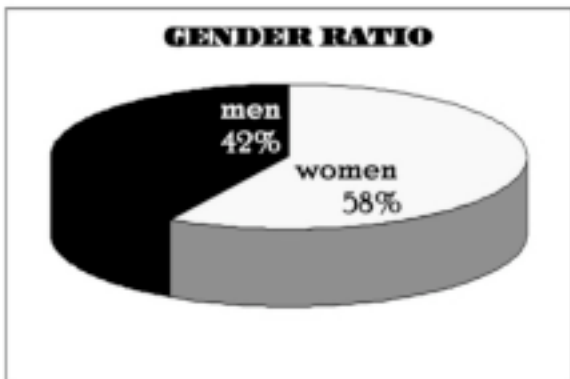
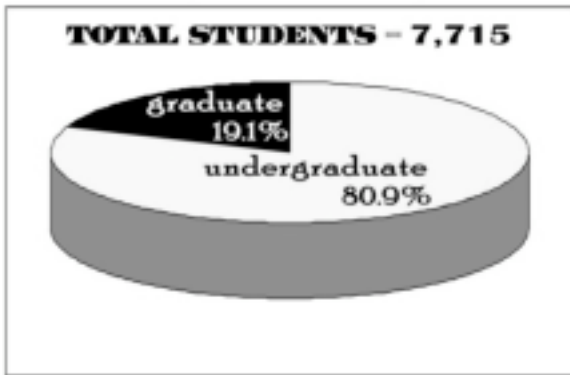
Spring 2010
 January 26
 February 2, 9, 16, 23
 March 2, 9, 16
 April 6, 13, 20, 27
 May 3

Fall 2010
 August 24, 31
 September 7, 14, 21, 28
 October 5, 12, 19, 26
 November 2, 9
 December 7

Special Editions:

**Orientation
 Summer**

MARKET

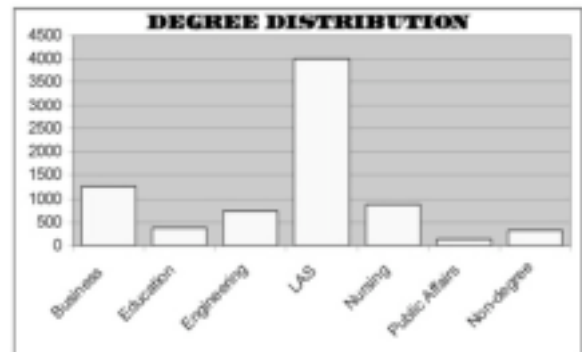
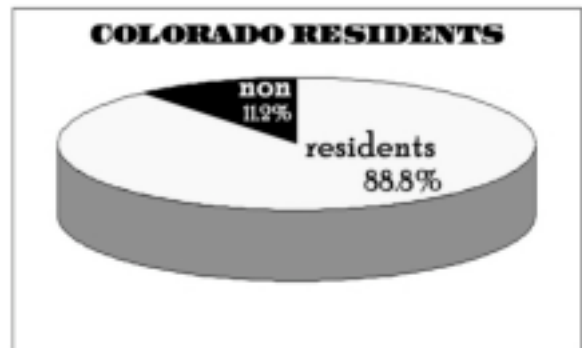


Published with localized content.

Why advertise with The Scribe?

The Scribe's readers are able to pick up free newspapers around campus and the local community.

distributed every Thursday.
 1,300 to 1,500 issues



*All facts and figures provided by the UCCS Office of Institutional Research for the year of 2007.

PRINT RATE

RATES PER ISSUE

Campus	\$3 per column inch
Local	\$4 per column inch
National	\$5 per column inch

COLOR

Campus	\$2 per column inch
Local	\$3 per column inch
National	\$4 per column inch

SEMESTER RATES

Campus	\$2 per column inch
Local	\$3 per column inch
National	\$4 per column inch

INSERTS

Campus	\$200 per full page
Local	\$250 per full page
National	\$300 per full page

FULL PAGE

6 CPI x
16 inches
10 inches x
16 inches

Campus:	\$288
Local:	\$384
National:	\$480

HALF PAGE

6 CPI x
8 inches
10 inches
x 8 inches

3 CPI x
16 inches
4.59 inches x
16 inches

Campus:	\$144
Local:	\$192
National:	\$240

QUARTER PAGE

3 CPI x
8 inches
4.59 inches
x 8 inches

6 CPI x
4 inches
10 inches x
4 inches

Campus:	\$72
Local:	\$96
National:	\$120

EIGHTH PAGE

3 CPI x
4 inches
4.59 inches
x 4 inches

Campus:	\$36
Local:	\$48
National:	\$60

BUSINESS CARD

2 CPI x
2 inches
3.06 inches
x 2 inches

Campus:	\$18
Local:	\$24
National:	\$30

ONLINE RATE

uccsscribe.com

banner

468 X 60 pixels
\$100 per week

uccsscribe.com

box

300 X 250 pixels
\$150 per week

uccsscribe.com

skyscraper

120 X 240 pixels
\$75 per week

The Scribe is a weekly, student-run publication put out by the students of the University of Colorado at Colorado Springs. The paper is distributed each Thursday and is available to over 8,000 students, 650 faculty, and 275 staff members. The Scribe targets students 17 and older and recognizes the diverse student population that attends UCCS. We are dedicated to covering student issues, community events, arts athletics, and public interest stories in and around Colorado Springs.

Please read the following, fill out form at the bottom of the page and sign.

Deadlines

All art is due by the Friday before the ad will run. All ads must be e-mailed to: scribe@uccs.edu, attn: Jackie Parkinson.

General Information

Advertising may be submitted as camera-ready art. Ads must be in RGB color and in correct file format: JPEG or PDF. All ads are subject to review, rejection, or acceptance by The Scribe. All ads must be sent in 300 dots per inch, resolution, or dpi.

Mistakes

If an error is attributable to the publisher possible actions may include a make-good ad in the next available issue or a reduced charge. The publisher will not be liable for more than the cost of the ad.

Payment

The payment is due within thirty (30) days of billing and must be sent to The Scribe office at, 1420 Austin Bluffs Parkway, PO Box 7150, Colorado Springs, CO 80933. Any payment not received within thirty (30) days will incur a \$30 late fee. All

payments not received within ninety (90) days will be turned over to the University of Colorado at Colorado Springs' collections department. Accounts older than forty-five (45) days must be settled, before any other advertisement will be accepted.

Cancellations

If the advertiser wishes to cancel the ad, notice must be given to The Scribe office, (719) 255-3469, at least 2 weeks prior to the advertisement being published. If notice is not given at least 2 weeks prior to the publication, the advertiser will forfeit the 50% prepaid amount. Ads may be mailed to:

The Scribe
1420 Austin Bluffs Parkway
PO Box 7150
Colorado Springs, CO 80933
Or faxed to (719) 255-3600

The Scribe is created with Adobe In-design CS3 and Photoshop CS3. All advertising is subject to review, rejection, or acceptance by The Scribe staff. Should it be necessary, a review board will determine if

the advertising meets the standards set forth by the mission statement of UCCS and The Scribe. The Scribe reserves the right to reject any advertisement at any time. Payment will be refunded in full if the advertisement is deemed inappropriate.

All political advertisements must adhere to the State of Colorado campaign disclosure laws and are subject to review, rejection, or acceptance by The Scribe staff. All political advertisements must show clear endorsement, i.e. "Paid for by advertiser." All political advertisements resembling that of a newspaper story or article in any way must be bordered with the words "Paid Advertisement" printed clearly above it.

If you have questions concerning layout, software, file formats, submitting ads or technical matters, please ask for a layout editor at (719) 255-3658.

If you have questions concerning ad rates, payment, billing or other business matters, contact Jackie Parkinson at (719) 255-3469.

Business Name: _____

Contact Name: _____

Telephone Number: _____

Fax Number: _____

Email Address: _____

Billing Address: _____

Issue(s): _____

Advertisement Size: _____

Advertisement Price: _____

Business Representative's Signature

Date

The Scribe Representative's Signature

Date