

## Ad rates and Sun Star Information for 2007-2008 School Year

|   | <b>Local Rate*</b>                                     | <b>Alaska Rate**</b>                          | <b>National Rate</b>    |
|---|--|---|-------------------------|
| Per Column Inch                             | \$7.80   | \$9.50  | \$11.25                 |
| Inserts                                     | \$105.00/1000  | \$105.00/1000                                 | \$105.00/1000           |
| Build an Ad                                 | \$20   | \$20  | \$20                    |
| Classifieds<br><b>FREE FOR UAF STUDENTS</b> | \$10 for the first 20 words. \$.40 per word thereafter | \$15 for the first 20 words. \$.50 thereafter | NO national Classifieds |

Per Column Inch Example: For a local ad, 1 column x 1" tall: total cost = \$8  
 For a local ad, 1 column x 2" tall: total cost = \$16  
 For a local ad, 2 columns x 1" tall: total cost = \$16

If your ad does not fit into these dimensions, contact us for more information.

*A color ad costs an additional \$162 per page. It can be prorated depending on space available and ad size.*

\* Anything inside the Fairbanks North Star Borough. Rates are determined by the address the check comes from.

\*\* Anything else in the state of Alaska

### **Ad Submission Deadline: WEDNESDAY, 6 days prior to run date**

|  |   |
|--|---|
| <p><b>Column Widths Are:</b></p> <p>1-column      1.8917"<br/>                 2-column      3.95"<br/>                 3-column      6.0083"<br/>                 4-column      8.0667"<br/>                 5-column      10.125"</p>  | <p style="text-align: center;"><b>Discounts</b></p> <p style="text-align: center;">10% for campus advertisers<br/>                 15% if a contract for five or more ads in a semester is negotiated<br/>                 10% for media buying companies</p>   |
| <p><b>General Information</b></p> <p><b>Paper Size:</b> 16-20 pages<br/> <b>Advertising Space:</b> 10.125" x 11.5"<br/> <b>Columns:</b> 1.901" wide (not including the gutter)<br/> <b>Circulation:</b> 2,000 copies per week<br/> <b>Distribution:</b> High-traffic areas throughout campus, Fairbanks and branch campuses.<br/> <b>Readership:</b> Approximately 6,000 UAF students, faculty, staff and local community members.</p> <p style="text-align: center;"><b>Contact Information</b></p> <p>Phone: (907) 474-7540 (Ad Office)<br/>                 Phone: (907) 474-6039 (Newsroom)<br/>                 Fax: (907) 474-5508<br/> <b>E-mail: <a href="mailto:fyads@uaf.edu">fyads@uaf.edu</a></b></p> <p>The most convenient way to submit ads is by e-mail. Just send as an attachment.</p> | <p style="text-align: center;"><b>Terms and Conditions</b></p> <p>Advertisers who publish consent to the terms stated below. All terms and conditions may not be stated. The publisher reserves the right to refuse or cancel advertisements at any time, with or without cause. Previously accepted advertisement does not guarantee ad placement for the same ad.<br/> <b>OMMISSION AND ERROR:</b> The publisher accepts no financial responsibility for typographical or human errors. If the publisher is at fault, the publisher will reprint the part of the ad that materially affects its value at the advertiser's request.<br/> <b>CONDITIONS:</b> The advertiser assumes full liability for the content of all advertisements that are authorized for publication and for any claims made against the publisher that may arise from the content. Display ads that do not follow the guidelines put forward by the publisher are subject to alteration and charge.</p> <p><b>*If submitting ads in electronic form, please only send in the form of .tif, .jpg, .eps, or .pdf. Thank You.</b></p> |