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THE DAILY HELMSMAN

The Newspaper Serving The University of Memphis

Advertising Rates and Data (eff. 5/1/11)

MARKET DATA

The Helmsman

The Daily Helmsman is a five-column, tabloid-size newspaper, generally published four times a week, Tuesdays through Fridays during the Spring and Fall semesters.

Circulation, Readership & Coverage

The Daily Helmsman has a circulation of 6,500, and a readership in excess of 22,000 students, faculty and staff. 92% read *The Daily Helmsman* regularly. The newspaper is distributed to more than 70 locations within the University of Memphis community and to several nearby off-campus locations.

Readership Demographics

The Daily Helmsman's student readership is 42% male, 58% female, 60% Caucasian and 31% African American—65% are full-time students, and 35% are part time. Over 15,000 are undergraduate students, 4,600 attend graduate school, and 500 are law students. The average student age is 25. 38% of U of M students work part time, and 43% work full time. Collectively, they earn about \$175 million a year in wages. Gross family income of faculty & staff is \$62,444 per year.

Subscriptions

Subscriptions to *The Daily Helmsman* are available for \$25 per year or \$15 per semester, payable in advance and non-refundable. Papers are mailed first class, once a week.

POLICIES

Advertising

The Daily Helmsman reserves the right to reject advertising at its sole discretion. This includes advertisements considered to be offensive, advertisements containing deceptive, false or misleading statements, advertisements that discriminate on the basis of race, creed, color, handicap, age or sex, and advertisements for illegal activities.

The advertiser and/or advertising agency assume(s) liability for all content (including text and illustrations) of advertisements printed, and also assumes responsibility for any claims arising therefrom against *The Daily Helmsman*.

A signed insertion order must be on file for each ad that is to run. *The Daily Helmsman* will make every effort to accommodate ad position requests; however, page position is not sold or guaranteed.

The Daily Helmsman reserves the right to revise its advertising rates and/or any other conditions set forth in this Rate Card at any time within a 30-day notice.

Credit

All advertising must be paid in advance unless credit has been established with *The Daily Helmsman* and the advertiser's account is current. Payment can be made by cash, check or money order made payable to *The Daily Helmsman*, or by credit card.

Terms of Payment

Advertisers with established credit will be billed for display advertising insertions and display classified advertising insertions as long as their account is current. Invoices and tearsheets are mailed out by *The Daily Helmsman* business office on the day of publication. Monthly statements are mailed approximately the third week of each calendar month by the University Bursar's office. Accounts more than 30 days past due are subject to a late payment charge of 1 and 1/2% per month for each month the balance is not paid.

Classified advertising must be paid for, in full, at the time of insertion. Payment can be made by cash, by check or money order made payable to *The Daily Helmsman*, or by credit card. Tearsheets or proofs are not supplied for classified ads.

Billing Adjustments

Any errors in published advertisements must be made known to *The Daily Helmsman* in writing before the next insertion of the ad, or within 10 days of publication of a single insertion, in order to receive any consideration for a billing adjustment. Any adjustments will be determined by the Advertising Manager, based on what percentage the error detracts from the effectiveness of the total advertising message.

The Daily Helmsman will not be responsible for damages for any error in any advertisements or for more than the cost of the space occupied by the ad that is in error.

Make Goods

The Daily Helmsman will not be responsible for more than one make-good ad for each incorrect ad run. Any make-good ads will be made during the semester during which the original ad appeared.

RATES

Display

Local Open Rate: \$10.00 per column inch

This rate is non-commissionable, or net, and applies to all accounts that have a place of business within Shelby County, Tennessee.

National Rate: \$14.00 per column inch

The standard agency commission of 15% is available to recognized agencies.

Contract Rates:

Available to local advertisers who agree to run pre-set total column inches of advertising during one calendar year. Contracts must be signed and returned to *The Daily Helmsman* before contract rates will take effect.

Inches	Rate
100 column inches.....	\$9.25
150 column inches.....	\$8.75
200 column inches.....	\$8.25
250 column inches.....	\$7.75
300 column inches.....	\$7.25
500 column inches.....	\$6.75

ROP Makeup Requirements

Minimum ad size accepted is 1 column x 2 inches. Ads must be as many inches deep as they are columns wide. Ads are sold in 1/2 inch increments.

Classified

The Daily Helmsman offers two types of classified advertising: classified and display classified.

Classified (per issue): \$10.00 for the first 50 words and 10 cents for each additional word. Guideline: abbreviations count as a spelled word, hyphenated words count as one word, telephone numbers count as one word.

Display classified: \$10.00 per column inch (ads are limited to one column width of 1 and 1/2 inches). Minimum ad size accepted is 1 column x 2 inches. Maximum ad size accepted is 1 column x 4 inches.

Classified ads are non-cancelable and non-commissionable. No refunds will be granted.

Preprinted Inserts

\$75 per 1,000 for 4-page inserts. \$15 per 1,000 additional charge for every 2-page increment. Call the Advertising Sales Office for special quote on larger multi-page inserts. Minimum insert order is 5,000 copies.

Inserts must be professionally printed (no ditto or mimeographed material accepted), and folded to a finished size of 8 1/2" x 11". A sample insert must be provided to the Advertising Sales Office for prior review. Call the Advertising Office for the shipping address of *The Daily Helmsman's* printer.

Tabloid size inserts must be clearly labeled "A Paid Advertising Supplement to *The Daily Helmsman*."

In shipping inserts to our printer, advertisers should include the following information on the outside of each box: their company's name, the quantity per box, and the words "newspaper supplement to *The Daily Helmsman*."

Color

\$100 per color, in addition to the price of the advertising space. Color separations are requested.

DEADLINES

Advertising

Noon, two working days prior to the desired date of publication.

Proofs

If a proof is desired, ad copy must be in the advertising office two working days prior to the desired date of publication.

Color

Reservation/cancellation must be made three working days prior to the desired date of publication.

Preprinted Inserts

Inserts must be delivered to *The Daily Helmsman's* print-

er five working days prior to the desired date of distribution.

CANCELLATIONS

Display advertising canceled after the deadline for publication will be subject to full charge. The advertiser is responsible for the space that has been reserved.

All canceled ads will be subject to a \$10 service charge to cover handling and/or design and production of the ad.

Classified ads are non-cancelable, and no refunds will be given for them.

MECHANICALS

The Daily Helmsman is published by an offset printer with a 180 line screen. There are five columns per page. Columns are 1 and 3/4" wide. A full page measures 9 and 3/4" wide by 15" deep, or 75 column inches.

Advertisers may provide a PDF of advertising art, or *The Daily Helmsman* will be happy to produce the ad at no charge.

Digitally provided art should be formatted, preferably as PDFs, or as TIFFs, with a minimum 300 dpi resolution, and in the exact size they will be printed. All fonts must be embedded.

Unusually large files should be provided on CD Rom or Zip disk to avoid possible overloading of the *The Daily Helmsman's* e-mail inbox.

Any Photoshop images also should have a 300 ppi minimum resolution quality.

When providing photos for use in ads, digital photos are preferred.

All 4-color images and text must be converted to CMYK. No RGB please!

Please proofread all provided camera-ready material before transmitting it. *The Daily Helmsman* is not responsible for typos in digitally provided files.

Following are the columnar dimensions that should be used in sizing camera ready art for submission to *The Daily Helmsman*:

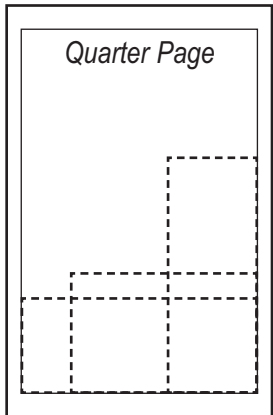
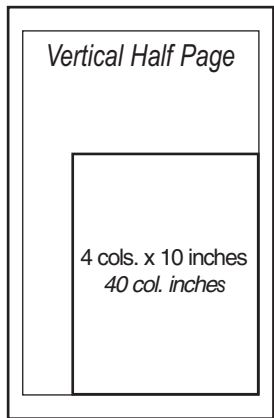
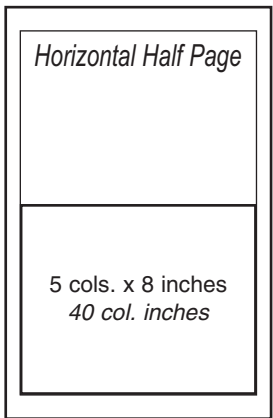
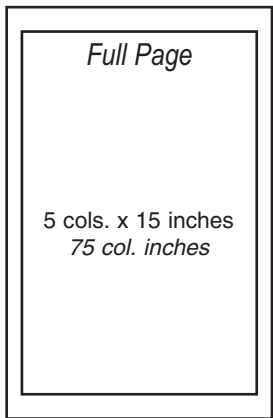
- 1 Column.....1 and 3/4" (11 picas)
- 2 Columns3 and 3/4" (23 picas)
- 3 Columns5 and 3/4" (35 picas)
- 4 Columns7 and 3/4" (47 picas)
- 5 Columns9 and 3/4" (59 picas)

Calculating the Price of a Display Ad

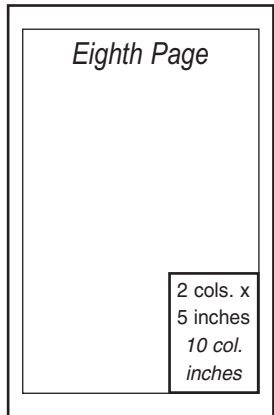
The size of a display ad is determined by multiplying the number of columns wide the ad is, by the number of inches deep it is. The result is the total number of column inches occupied by the ad. This figure is then multiplied by the appropriate Rate to yield the cost of the ad.

Columns in the classified advertising section of *The Daily Helmsman* measure 1 and 1/2 inches in width (9 picas).

Display Samples



Quarter page ads can be configured 3 ways:
 1. 2 cols. x 10 inches
 2. 4 cols. x 5 inches
 3. 5 cols. x 4 inches
 (20 col. inches)



Classified Samples

THIS IS A SAMPLE of how classified ads appear in *The Daily Helmsman*. *Helmsman* classifieds have a bold headline to attract reader attention. They are set in 7 point type.

DISPLAY CLASSIFIED ADS

are one column wide (1.5") and can be a maximum of 4" high.

To enhance readership, they can incorporate:

- Logos
- Artwork
- Large selection of typefaces
- Reverses
- Other special treatments

Contact
The Daily Helmsman for design assistance.