ROP/Preprint Rate Information

National Advertising ROP Rate
$13.15 per column inch NET

Local Retail Advertising ROP Rates
$13.15 per column inch

Modular Ad Sizes Available

Full Page .................................................. $525
Half Page .................................................. $270
Quarter Page .............................................. $140
Eighth Page ................................................ $75
Sixteenth Page .......................................... $50

Local Display Accounts

Consecutive Runs within the Same Week

2 CONSECUTIVE ISSUES ONE WEEK .... 25% off 2nd ad
ONE MONTH RUN (8 ISSUES)........ 30% off on all ads

Volume Contracts

Signed on a yearly basis.
“Contract & Copy Regulations” for rules.

400 col. in. .................................................. $8.65 per in.
700 col. in. .................................................. $8.40 per in.
1000 col. in. ............................................. $8.15 per in.
1300 col. in. ............................................ $7.95 per in.

Front Page Full Color Banner

4 col. x 2 in .............................................. $395.00
Inside Color Banner .................................... $150.00

Mechanical Measurements

11” Tabloid Format:
4 columns per page.
1 column inch .............. 2.4375 x 1”
Full page .................. 4 col. x 10”
1 column .................. 2.4375”
2 columns .................... 5.0417”
3 columns ................... 7.6459”
4 columns .................. 10.25”

Full Color Rates

1/4 page or less ........................................... $50.00
1/4+ page - 1/2 page ................................ $100.00
1/2 page - full page ................................... $150.00

Preprint Rates

Inserts can be Tuesday or Thursday Rates:

Single sheet ........................................ $70/thousand
4 pages ................................................. $80/thousand
5-12 pages ........................................... $100/thousand
12+ pages ............................................. call for quote

Full distribution: 5,000
Minimum requirement: 3,000
Maximum size: 11” x 12 1/4”
Minimum size: 6 1/2” x 6 1/2”

Rates are for single advertisers only. Inserts must be pre-approved by The BG News.
The BG News is not responsible for folding, losses or damage to inserts. Less than full insertions cannot be guaranteed location of distribution.
A composition charge will be assessed if the insert is produced by The BG News.

Classified Rates

$2.00 per line, $6.00 minimum charge.
$1.00 extra on total cost for bold per day.
Approximately 30-35 spaces per line.
Deadline: 2 days prior, 11 a.m.
**Deadlines**

**Display:** Monday, Thursday Issues - 2 days prior, 4 p.m.

**Special Editions:** as announced (please see below.)

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**BG News Social Media/ Email Marketing**

- For $50 per post or tweet, or 3 for $100, you can place tweets on our 8,000 followers twitter account or Facebook page with over 6,700 likes.
- For $400 you can email blast the entire undergraduate population with a highly targeted message.

**For rates and options.**

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**Special Editions/Feature Pages**

**Fall 2018**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Published</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Issue/Freshman Edition</td>
<td>Friday, Aug. 24</td>
<td>Tuesday, Aug. 21</td>
</tr>
<tr>
<td>First Day of Classes/Welcome Back Edition</td>
<td>Monday, Aug. 27</td>
<td>Wednesday, Aug. 22</td>
</tr>
<tr>
<td>Campus Fest/Business Guide Section</td>
<td>Tuesday, Aug. 28</td>
<td>Thursday, Aug. 23</td>
</tr>
<tr>
<td>Family Weekend</td>
<td>Friday, Sept. 14</td>
<td>Wednesday, Sept. 12</td>
</tr>
<tr>
<td>Homecoming Tab</td>
<td>Friday, Oct. 12</td>
<td>Wednesday, Oct. 10</td>
</tr>
<tr>
<td>Off Campus Living Guide</td>
<td>Wednesday, Nov. 14</td>
<td>Friday, Nov. 9</td>
</tr>
</tbody>
</table>

**Spring 2019**

<table>
<thead>
<tr>
<th>Theme</th>
<th>Published</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Back Edition</td>
<td>Monday, Jan. 28</td>
<td>Thursday, Jan. 24</td>
</tr>
<tr>
<td>Valentine's Day Section</td>
<td>Monday, Feb. 11</td>
<td>Thursday, Feb. 7</td>
</tr>
<tr>
<td>Spring Housing Guide</td>
<td>Wednesday, Feb. 20</td>
<td>Friday, Feb. 15</td>
</tr>
<tr>
<td>Spring Break Section</td>
<td>Monday, March 4</td>
<td>Thursday, Feb. 28</td>
</tr>
</tbody>
</table>

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**BG News Web Banners**

**National Rate:** $13 per CPM

**Local Sizes and Pricing**

- **Leader Board Banner**
  - 728 by 90 pixels
  - $100 per week or $350 per month

- **Leader Board Button**
  - 200 by 90 pixels
  - $40 per week or $150 per month

- **Masthead Banner**
  - 728 by 90 pixels
  - $100 per week or $350 per month

- **Breaking News Streamer**
  - 960 by 30 pixel streamer
  - $50 per week or $175 per month

- **Feature Block**
  - 300 by 250 pixels
  - $125 per week or $400 per month

- **Video Banner**
  - 468 by 60 pixels
  - $50 per week or $175 per month

**Additional Banner sizes available.**

Call 419-372-2606 for further information and details.

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**BG News Publication Schedule 2018-2019**

special editions/feature pages denoted in orange