

THE BG NEWS

Rate and Publication Schedule 2018-19

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"

- Maximum depth = 10 inches.
- 85 line screen maximum.

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.

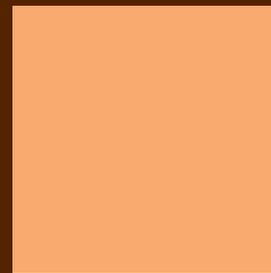
The BG News is not responsible for folding, losses or damage to inserts. Less than full insertions cannot be guaranteed location of distribution.

A composition charge will be assessed if the insert is produced by The BG News.

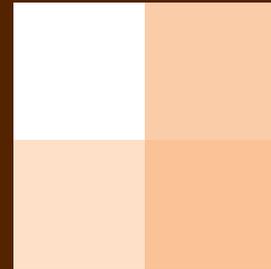
- Inserts must be shipped to the printer one week in advance. Please contact the BG News for printer shipping information. Please label "The BG News inserts" and indicate insertion date.

Classified Rates

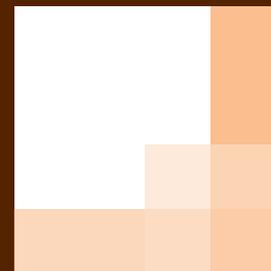
- \$2.00 per line, \$6.00 minimum charge.
- \$1.00 extra on total cost for bold per day.
- Approximately 30-35 spaces per line.
- Deadline: 2 days prior, 11 a.m.



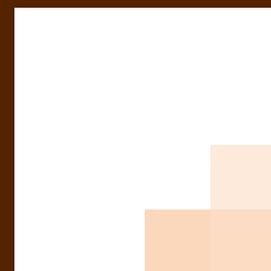
FULL PAGE
40 column inches
4 col x 10 Image area: 10.25" x 10"



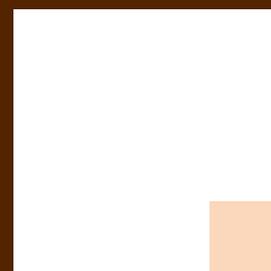
HALF PAGE
20 column inches
Horizontal: 4 col x 5"
Vertical: 2 col x 10"



QUARTER PAGE
10 column inches
Square: 2 col x 5"
Vertical: 1 col x 10"
Horizontal: 4 col x 2.5"



EIGHTH PAGE
5 column inches
Horizontal: 2 col x 2.5"
Vertical: 1 col x 5"



Sixteenth PAGE
3 column inches
Horizontal: 1 col x 3"

The BG News is printed in tabloid format; 4 columns per page, 10 inches high. 1 column inch = 2.4375" x 1"

Two Columns 5.0417"

One Column 2.4375"

Three Columns 7.6459"

Four Columns 10.25"



Deadlines

Display: Monday, Thursday Issues - 2 days prior, 4 p.m.
Special Editions: as announced (please see below.)

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.
- Call for rates and options.



Special Editions/Feature Pages

Fall 2018

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

Spring 2019

Theme	Published	Deadline
Welcome Back Edition	Monday, Jan. 28	Thursday, Jan. 24
Valentine's Day Section	Monday, Feb. 11	Thursday, Feb. 7
Spring Housing Guide	Wednesday, Feb. 20	Friday, Feb. 15
Spring Break Section	Monday, March 4	Thursday, Feb. 28

BG News Publication Schedule 2018-2019

special editions/feature pages denoted in orange

August 2018	September 2018	October 2018	November 2018
S M T W T F S 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	S M T W T F S 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	S M T W T F S 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	S M T W T F S 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 2018	January 2019	February 2019	March 2019
S M T W T F S 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	S M T W T F S 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	S M T W T F S 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	S M T W T F S 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 2019	May 2019	June 2019	July 2019
S M T W T F S 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	S M T W T F S 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	S M T W T F S 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	S M T W T F S 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

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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