

August 24 Welcome Back/ Dinina Guide August 31

Football Preview

September 7

- September 14
- September 21
- September 28
- October 5
- October 12
- October 19
- October 26
- November 2
- November 9

November 16

Basketball Preview

November 30 December 7

Holiday Guide



January 18 January 25 February 1 February 8 February 15 February 22 March 1 March 8 March 22 March 29 April 5 **Student Housing** April 12 April 19

April 26

Derby Issue

May 3

Orientation Issue

Policies:

Please read all of the policies thoroughly and carefully.

Submitting Artwork:

- Artwork must be mailed one week prior to publication date to advertising@louisvillecardinal. com
- Artwork is required to be standard size of ad purchased unless per column inch rate is paid (see standard sizes).
- Accounts will be billed an additional \$20 per hour for design work The Louisville Cardinal must perform to make an ad meet specifications.
- ٠ Artwork will only be accepted as a .pdf, .jpg, or .aif.
- Artwork will only be accepted in colors: CMYK, grayscale, or 100% true black (K=100%).

Placement:

- Ad position is only guaranteed when premium placement is ordered in the contract.
- Ads may be rejected on the basis of text or graphical content at the discretion of the ad staff.
- The Editor-in-Chief makes final decisions regarding approval of artwork and placement.
 - The Louisville Cardinal will be responsible for first-run errors only. It is the responsibility of the advertiser to notify The Louisville Cardinal of these errors. The limit of responsibility will be the cost of the portion of the ad in which the error occurs. No extra allowance will be made for campaign damages.

Leaality:

- The Louisville Cardinal reserves the right to reject advertising that discriminates on the basis of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any status protected by local, state, or federal law.
- Advertising for products that are illegal, according to local, state, or federal law, will be rejected.
- The advertiser and/or the advertising agency assume(s) liability for all content (including text, photos, and illustrations) of advertisements printed or published online, as well as the responsibility of any claims arising against The Louisville Cardinal.

Payment:

- Advertisers placing display ads will be sent invoices within a week of publication.
- Advertising orders must be paid prior to publication date (until credit is established).
- Prepayment is required of all out-of-state, 1-900 number, bar, nightclub, and political advertisers.
- Accounts that are unpaid after 30 days will be ٠ refused advertising until the past due amount is paid in full. There will be a five percent monthly finance charge on unpaid balances after 30 days.
- All auestions relative to charges must be directed to The Louisville Cardinal Advertising/Business Manaaer.



Rate Card 2010-2011

The Louisville Cardinal newspaper distributes 8,000 copies across three campuses: Belknap, Shelby, and the Health Sciences Center, as well as surrounding areas. Faculty, staff, students, and alumni turn to The Cardinal for its unique perspective on university, campus, and city news.

- 21,761 Total Students
- 16,027 Full Time Students
- 15,495 Undergraduate Students
- 6,174 Staff and Faculty Members
- 24.5 Average ACT Score
- 47.3% Male
- 52.7% Female
- 11.1% African American
- 5.3% Other Minorities
- Average GPA: 3.46

Advertising Office

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MEDIA

MEDIA

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MEDIA KIT

MEDIA KIT

MEDIA

EDIA

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Mickey Meece Phone: 502.852.6727 adviser@louisvillecardinal.com

www.louisvillecardinal.com

Tabloid Display Advertising Rates

Size	1x	2-4x	5-9x	10-14x	15x
Double Truck	\$2480	\$2330	\$2180	\$2030	\$1880
Full Page	\$1260	\$1180	\$1100	\$1020	\$940
1/2 Page	\$640	\$600	\$560	\$520	\$480
1/4 Page	\$320	\$300	\$280	\$260	\$240
1/8 Page	\$160	\$150	\$140	\$130	\$120
1/16 Page	\$80	\$75	\$70	\$65	\$60
Banner	\$560	\$525	\$490	\$455	\$420
Newsstand Billboard*	\$1640	\$1550	\$1460	\$1370	\$1280

• Ask your sales representative about specially built packages and custom sizes.

- Prepayment discount: receive 5% off ALL sales paid prior to publication date.
- Credit card payment is available through PayPal with a 7% extra charge.

*Monthly price per billboard (12 locations available). Ad must be approved by the University.

Premium Placement

- Available for billboards and newspaper ads.
- Premium placement charge= 15% of the total ad cost.
- Not applicable for ads smaller than 1/8 page.

Standard Sizes

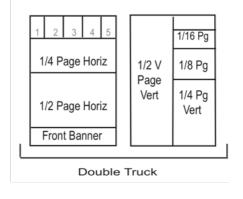
Size	W (in.)	H (in.)			
Full	10.250	13.750			
1/2 V	5.042	13.750 6.792			
1/2 H	10.250				
1/4 V	5.042	6.792			
1/4 H	10.250	3.312			
1/8 H	5.042	3.312			
1/16 H	5.042	1.573			
Column	1.916	13.750			
Between Columns	0.167				
Banner	10.250	1.500			
Page size	10.250	14.000			

Color Charges

Charges are added to the sale of the ad according to the amount ordered. Ads should be submitted in CMYK or grayscale only. Must use 100% true black color (K=100%). Pantone, RGB, and other colors are not acceptable.

- Black + white= No charge.
- Black + red= \$150.
- Black + other color= \$180.
- Full color (CMYK process)= \$275.
- Banner ad= FREE full color.

Mechanical Details



Design Services

- Must be requested 2 weeks prior to the publication date of ad.
- Design services= \$20 per hour.

Classified

Classified ads can be requested via advertising@louisvillecardinal.com or on our website with our self-service option. Go to www.louisvillecardinal.com, click on "Classifieds", and create your account. There, you can order web posting or a printed version of your ad.

- Order required one week prior to publication date.
- All orders must be pre-paid.
- Weekly cost= \$10 for the first 10 words, and 10 cents for every word after.
- Online classifieds are free for students and University staff when ordered from our website. A UofL e-mail address must be used.

Display Ad

Custom size display ads may be

ordered by e-mailing us, or by using • our website and clicking on the • "Classifieds" tab.

- Cost= \$21 per column inch.
- Maximum size= 5 columns x 13 inches.
 - Minimum size= 1 column x 2 inches.

When ordering online, credit card payment required.

Online Advertising

Advertise on The Louisville Cardinal web site, which includes unique polls, message boards, and blogs; with traffic of about 400 views per day.

	Pixel	W'(in.) H'(in.)	Shape	Per Week	Per Month
	468 x 60	6.24 in. x 0.8 in.	Horizontal	\$50	\$180
	300 x 250	4 in. x 3.33 in.	Square	\$40	\$140
-	160 x 600	2.13 in. x 8 in.	Vertical	\$30	\$100

All online artwork must be submitted in electronic .gif, .jpg, Shockwave, or Flash formats. Files must be formatted to the correct size with a resolution of 75DPI. They must be in RGB color mode and can not exceed 15 kbs.

Text Links

Link to your company's home page from the Louisville Cardinal web site.

- \$50 per month.
- \$250 per semester or \$500 per year.

Pre-Printed Inserts (PPI)

- Cost = \$80 per 1000 inserts.
- PPIs required at printer 1 week prior to run of advertisment.
- Maximum size: 10 in. x 14 in.
- Minimum size: 4 in. x 6 in.

Pre-printed

inserts must be mailed to: Attn: Becky or Margaret Standard Publishing Co. 455 N. Buckman Street Shepherdsville, KY 40165