



2016-2017 Advertising Rates and Policies Guide

History of The Trail

Advertise in The Trail, the University of Puget Sound's student-run newspaper, and support the students, faculty, and members of the administration who will in turn support your business.

The Trail is a well-respected student newspaper entering its 103rd year of publication. Its readership includes 3100 members of the University of Puget Sound and local Tacoma communities.

The Trail will be published during the 2016-2017 academic year on most Fridays. Each edition is circulated for a minimum of one week.

The University of Puget Sound prides itself on its connection to the Tacoma community. The students, faculty, administration, and community members who read The Trail will support your business.

Deadlines

Advertisements (and changes to advertisements) are due **Sunday by 12 noon** on the weekend *before* publication. For quality and clarity, ads must be submitted via PDF (preferred) or TIFF format.

Layout

Ad placement is determined according to available space. Specified placement of advertisements may be available upon advance request.

Payment

On the Friday of publication, a tear sheet and invoice will be mailed to the billing address. Upon receipt of the invoice, the advertiser will have a maximum of **30 days** to make the payment, after which monthly late fees of \$25 will begin to accrue. Advertisements that appear in The Trail two times or more will be billed as stated in the contract between The Trail and the advertiser.

Note: We only accept cash and cannot accept trade offers for ad space.

Publication

The Trail distributes 1800 issues free of cost to locations both on and off campus, including the Student Center, the University's focal point of activity, as well as at each academic building, the fitness center, business office, and various social centers. The Trail encourages advertisers to distribute copies at their businesses.

Contracts

A signed contract is required for ad placement. Contracts will clearly state the agreed upon rates, applicable discounts, and payment plan.

The Trail will be liable to the advertiser only up to the cost of the advertisement for any mistakes made by the Trail staff in layout, printing, distribution, or artwork. The Trail will only be liable to the extent that the error materially interfered with the purpose of the advertisement.

Ad Design

The Trail will be happy to design your advertisement for \$35. Prior to printing, the ad will be emailed to you for approval.

Thank you for supporting the University of Puget Sound by advertising in The Trail!

RATES

Half Page (10.25in x 6.75in): \$400.00

Full Quarter (3.95in x 7in): \$200.00

2-Column B (3.95in x 5in): \$145.00

2-Column A (2in x 3.95in): \$60.00

1-Column (1.897in x 4.5in): \$50.00

Online Advertisement: \$65.00 (per week)

*Dimensions: horizontal x vertical

*For back page or color ads, add \$50 in addition to the rate of original ad

***Ads must meet size criteria**

DISCOUNTS

We offer a 15% discount for full-semester contracts (10 issues), a 25% discount for full-year contracts (20 issues), **OR** a 10% discount for non-profit organizations and University of Puget Sound departments.

Discounts cannot be used simultaneously. We also offer a 15% discount for 1 full month of online advertising purchased.

OTHER CHARGES

Color: \$50 per issue, cover and centerfold pages only

Inserts: \$300 per issue

Late fee: \$25 per month

Returned check fee: \$30

All checks should be made payable to **The Trail** and sent to:

1095 Wheelock Student Center

Attn: Daniel Thorson

Tacoma, WA 98416-1095

PUBLICATION DATES

Sept. 30

Oct. 07, 14, 28

Nov. 04, 11, 18

Dec. 09

Feb. 03, 10, 17, 24

Mar. 03, 10, 24

Apr. 07, 14, 21, 28

May 05

Please do not hesitate to email or call The Trail with questions, concerns, or comments.

Thank you.

Full Quarter

7" x 3.95"

\$200

2-Column B

5" x 3.96"

\$145

1-Column

4.5" x
1.897"

\$50

2-Column A

3.95" x 2"

\$60