

Spring 2010 Advertising Rate Sheet

THE UNDERGROUND

The Unofficial Student Publication of Missouri State University



Publishes: *Twice-Monthly*

Cost of newspaper: *Free*

Size: *6-column spread broadsheet newspaper, 10.5 inches wide x 21.5 inches tall*

Circulation: *1,000*

Distributed on the MSU Campus

Black & White Rates

- \$1.50 per column inch

Modular Discounts

- \$70 half-page (10.5" x 10")

- \$125 full-page (10.5" x 21.5")

Color Rates

- \$3 per column inch

Modular Discounts

- \$125 half-page (10.5" x 10")

- \$225 full-page (10.5" x 21.5")

Note: Rates are on a per-issue basis.

Online Rates

www.msu-underground.com

- \$10 per month banner ad

Inserts:

- \$45 for 1,000 pre-printed inserts

Deadlines:

- Ad space must be requested at least 4 days prior to publication.

Spring 2010 Publication Schedule:

Jan. 29; Feb. 12, 26; Mar. 19, April 9, 23

Contact:

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Editor-in-Chief

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Column Widths	
1 Column:	1.6"
2 Columns	3.38"
3 Columns	5.16"
4 Columns	6.94"
5 Columns	8.72"
6 Columns	10.5"

About Us:

The Underground is an independent collegiate newspaper created by the students of Missouri State University, for the students of Missouri State University.

Written and produced by a staff of volunteer student journalists, *The Underground* strives towards the highest standards of journalistic integrity. It aims to inform, entertain and/or persuade the student readership through original, interesting, and engaging content written specifically for Missouri State University. Providing a broad range of campus news and feature articles, investigative reporting, hard-hitting opinions, light-hearted content and games to help pass the time during boring lectures, *The Underground* provides a smorgasbord of material sure to appeal to any MSU student.

Payment:

Advertisers will be billed after each issue. Payment due date will be indicated on customer's bill. A one week grace period will be given; however, if payment is not received by that date, any further advertising from the organization will not be accepted or printed until all due payments are received.

Refund Policy:

Decisions about any refund will be made at the discretion of the publisher. For an ad to be considered for a refund, *The Underground* must be notified of the problem within 7 business days of the publication. *The Underground* may not be held liable for an amount more than the cost of the ad. Errors in copy received by telephone or minor spelling and typographical errors will not qualify as grounds for a refund.

Please Note:

The Underground prefers to receive ads either by email or on a disc (.tiff, .psd, .ai, .pdf, and .jpeg are acceptable file formats). If the ad is not available in an electronic format, ads may be scanned; however, the quality of the image may suffer in the process. If an ad is not already designed, a member of *The Underground* staff can design an ad according to the advertiser's specifications and present it for approval before publication. *The Underground* reserves the right to refuse any advertising.

Advertise your business to MSU students without breaking your budget: (417) 459-4516