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&

YOU

**2009-2010
Advance-Titan
Rate Card
and
Data Booklet**



In advertising with us, you've picked a winner.

The Advance-Titan is the student newspaper of the University of Wisconsin Oshkosh and has been serving the community since 1893. In that time, students and faculty have relied on the Advance-Titan for coverage of campus events, city news, insightful commentary, entertainment news and humorous diversions. Over the history of the paper, the staff of the A-T has been lauded as one of the best college newspapers in the country.

The Advance-Titan was enshrined in the Associated Collegiate Press Hall of Fame in 2002 and has consistently been named one of the best weekly papers in the country. In 2005, the A-T claimed its fifth ACP Pacemaker, long considered one of the two top awards in college journalism. In addition, the paper won first place in the Best of Show competition at the ACP Best of the Midwest convention in 2004.

The Advance-Titan is published every Thursday during the spring and fall semesters. The paper boasts a circulation of 4,000 and is distributed weekly during the school year to more than 30 locations on campus and in the city. The paper's reach goes beyond the campus audience of more than 13,000 but also to a city audience of 62,000-plus.

Contact Info:
Advertising Department
Advance-Titan, University of Wisconsin-Oshkosh, 800 Algoma Blvd. Oshkosh, WI 54901

Office: 920-424-3049 Fax: 920-424-0866 Email: advertise@uwosh.edu

Why advertise in a major recession?

When faced with budgetary concerns for your business, advertising is often viewed as an easy cut to make. However, consider this:

A study conducted by McGraw-Hill found that of the 600 businesses they analyzed, those that maintained or increased their advertising expenditures during a recession saw higher growth during that time period and in the years the followed. In addition, the study found that those who maintained or increased their ad budgets experienced a 256 percent increase in sales compared to those who cut their ad budgets.

Another study by the Center for Research and Development found that companies that advertised aggressively during the recessions of the 1980s saw their market share increase 4.5 times faster during the post-recession era than the competitors who reduced their marketing during the same time period. Even more, the positive effects of marketing during the recession continued even beyond the recovery period.

While we know hard times are impacting all businesses, the research is clear: If you want to prosper, you can't afford to stop advertising. With our affordable rates and reach to a desirable market demographic, advertising in the Advance-Titan makes sense for you on many levels.

Keep your business humming by staying in touch with this important audience.

Simple math:

Total enrollment: 12,669

Undergraduate: 11,355

Graduate: 1,314

Full-time: 10,180

Part-time: 2,489

New first year: 1,842

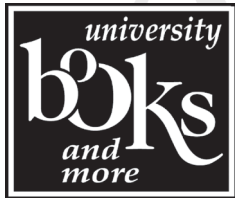
Transfer: 996

Adults (age 25+): 1,726

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Don't believe us? See what some of our customers have to say...



"We wouldn't dream of having a sale, promotion or event without placing an ad in the Advance-

Titan. The A-T is by far the best way to reach the 12,669 students attending UW-Oshkosh. It gives us a lot of 'bang for the buck.'"

Joe Blohm

University Books & More



"We have had a great experience advertising with the Advance

Titan. Our ad gets right to the college kids. We have a great ad in the paper every week, every time the students read it they see our ad. We see them come in the sandwich shop all the time because of the ads we run. We will definitely continue to advertise with the Advance Titan.

Brian Macak

Jimmy Johns

ALEXANDER & BISHOP

"Here at Alexander & Bishop we are constantly striving to connect with as many university students as possible, to bring them clean, quality housing and build lasting relationships. The Advance-Titan is one of our most consistently used and reliable avenues for making new connections and getting our name onto the UW-Oshkosh campus. Advertising in the Advance-Titan is an easy decision for us."

Anthony Schneider

Alexander & Bishop

SATORI IMPORTS

"We have been advertising in the A-T for years because we feel they do an excellent job of reaching our current and future customers. We are also strong believers in supporting our local school publications. The various ad and production people we've dealt with over the years have been helpful and courteous, and we feel we are getting good value for our money."

Kay Bahr

Satori Imports

Flu delays Mexico trip

[Simulated newspaper text columns]

Half Page:
(framed area)
6 col. x 10.75 inches

Small Block
1 col. x 4 inches

Simple Block
2 col. x 5 inches

Quarter Page:
3 col. x 10.75 inches

QUESTIONS & ANSWERS:

What is a Column Inch?

1 INCH

1.7 INCHES

All ads are measured in column inches, which is measured one inch vertically and 1 column (1.7 inches) horizontally.

What are basic ad sizes?

Take a look at the the graphic next to this box for a few scaled examples of popular sizes.

What does it cost?

The open rate is:

\$8.75
(per column inch)

Can I get a better rate?

Sure! The more you want to advertise during a semester the better deal we'll make you! Take a look at the list of contract rates below:

Inches	Rate Per Inch
250+	\$6.50 (net)
175-249	\$6.75 (net)
125-174	\$7.25 (net)
75-124	\$7.50 (net)

But aren't newspapers dying? Nobody reads these things anymore...

The common myth within the general public these days is that newspapers aren't being read and therefore are a waste of advertising money. While that fact is debatable for professional newspapers, the exact opposite is true for college newspapers. The old faithful, ink-on-dead-tree version is a favorite of college students, according to a recent Alloy Marketing and Media national survey.

Here's what they found:

Your ad gets read over and over and over...

- **The average college paper is read 3.2 times**

Students love the print copy

- **76% of all students have read their school's student print newspaper in the past 30 days**
- **Only 18% say they've read the online version**

Students have a wide array of interests

- **90% of respondents rank campus news as their number one section**
- **69% of respondents rank entertainment news as their number one section**
- **50% of respondents rank sports as their number one section**

Students read both on campus and at home while making spending decisions

- **53% of students say they read the paper on campus**
- **29% of students say they take the paper home to read**

Advertising motivates students

- **70% of students say they've been motivated to act after seeing ads in their college paper.**
- **50% of have attended an event based on its advertisement in the campus paper**
- **43% have mentioned an ad to a friend**
- **28% have researched a product online based on seeing the ad in the campus paper**
- **78% say they've used a coupon or a special offer they saw in the campus paper**
- **Only 4% of respondents say they've avoided the ads while reading the paper**

Don't forget faculty and staff

- **82% of faculty and staff have read the paper in the last 90 days**
- **76% of faculty and staff report having read the entire paper when they pick it up**
- **63% of faculty and staff report reading through the ads**

POLICIES

Liability: The Advance-Titan assumes no financial responsibility for business lost due to errors in advertisements. In the event of an error, the newspaper's liability shall not exceed the price of the ad and a make-good ad may be issued for a subsequent issue. Complaints must be made within 15 days of the issue to receive a make-good ad. Errors in an ad do not automatically qualify for a make-good ad.

The Advance-Titan assumes no liability for failure to publish an advertisement or for the financial loss of that failure.

Revise/Reject: The Advance-Titan reserves the right to revise or reject any advertisement. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual orientation will not be accepted. Advertisements that contain false or misleading statements will be rejected. Advertisements for products, services or promotions illegal in the state of Wisconsin or that violate U.S. Postal Services regulations will be rejected. All advertising is subject to the final approval of the editor-in-chief of the Advance-Titan.

Position/Placement: With the exception of certain special issues and promotions, advertising position is neither sold nor guaranteed. Requests will be honored when possible. The Advance-Titan assumes no liability for failure to honor a page or placement request.

Any advertisement that is submitted in an inverted state (i.e. upside down) will be changed to meet the specifications of the paper and billed accordingly.

Any advertisement that exceeds 16 inches in height will be floated and billed as a full column (19 inches).

Political/Editorial Ads: All political ads must be identified with the words "paid political advertisement" and clearly identify the sponsor. All ads that have the appearance of editorial content must be identified with the words "paid advertisement."

Copyright: The advertiser or advertising agency is responsible for all content of the advertisement and assumes responsibility for any claims arising against the Advance-Titan as a result of the content of the advertisement. The advertiser or advertising agency is responsible for securing any necessary model releases from anyone whose picture or likeness appears in the ad as well as any necessary copyright approval for the use of any symbols, logos or other identifiers within the ad. The Advance-Titan assumes no responsibility for any violations committed by an advertiser or advertising agency.

Billing: All new advertisers are asked to pay for advertisements in advance. Credit for payments will only be given at the discretion of authorized Advance-Titan personnel. Billing statements are mailed to the client at the end of each calendar month. Balances are considered past due after 15 days. Accounts with past-due balances will be charged a 1.5 percent monthly interest rate on the balance.

Accounts unpaid after 45 days will be granted additional advertising only at the discretion of the business manager. Accounts that are unpaid after 60 days will be considered delinquent and no further ads may be run until the balance is paid in full.

Once an account is more than 90 days old, a letter will be issued to the advertiser, providing the company an additional 30 days to complete payment or be referred to a collection agent.

Once an account is more than 120 days old, the account will be referred to collection and the advertiser will have any standing for credit revoked until further notice.

Payment for all ads may be made by check or cash.

Deadlines: Advertising materials must be received no later than Monday at 5 p.m. Advertisements received after that time will be placed at the sole discretion of the appropriate Advance-Titan staff members. Advertisements cancelled after Monday at 5 p.m. are subject to full charges. If you require a proof of the ad prior to running, we need the copy no later than Monday at 11 a.m.

Contracts: All contracts are subject to approval of the business manager. Contracts are good for one semester and must be signed prior to the ad deadline for the week in which the ad will appear.

Contracts guarantee the rate for the advertisements, but does not imply credit has been granted.

Advertisers who fail to fulfill their contracts will be charged for actual inches used at the applicable rate. The adjustment will be billed at the completion of the semester. No future contracts will be issued until the terms of the current contract have been completed.

OK, I'm sold!

When can I advertise?

The Advance-Titan comes out weekly, with copies distributed throughout the campus and surrounding area each Thursday (with the exception of our Welcome Back issue in fall). Below is a list of publication dates for the fall and spring semesters. In addition, we've noted a few of our special issues that might be of interest to you.

SEPTEMBER

9/4 (Welcome Back)
9/10
9/17
9/24

OCTOBER

10/1
10/8
10/15
10/22
10/29 (Halloween Spoof)

NOVEMBER

11/5
11/12
11/19

DECEMBER

12/3
12/10 (Semester End)

FEBRUARY

2/4 (Welcome Back)
2/11
2/18
2/25

MARCH

3/4
3/11
3/18 (Spring Break)

APRIL

4/1 (April Fools)
4/8
4/15
4/22
4/29

MAY

5/6 (Graduation/Farewell)
5/20 *approximate (Odyssey Issue)

Don't miss out!

Contact your ad rep today!