

ADVERTISING POLICIES

The Sandspur reserves the right to:

- Reject advertising that is considered objectionable.
- Print "Advertisement" above any advertisement that closely resembles editorial manner.
- Make every effort to accommodate ad position requests. However, page position can't be guaranteed.
- Not be liable for errors in advertisements, but if at fault, will adjust that part of the advertisement. It is the advertiser's responsibility to make claims for adjustment **two business days** in advance.

Please visit thesandspur.org/advertising for a complete list of policies.

AD PAYMENTS

Payments are due within 30 days to avoid accrual of late fees. Overdue payments (over 30 days) will accumulate a \$25 per month late fee. Make checks payable to Rollins College and send to the address on the opposite side. Personal inquiries should be made at *The Sandspur* offices on the 5th floor of the Mills Memorial Building.

AD SUBMISSION

The *Sandspur* must receive an electronic version of the ad by **5 p.m. four business days** prior to the intended day of publication. We prefer your ad be in PDF or TIFF form (we will help if you need it) and must be emailed to advertising@thesandspur.org

The Sandspur

Florida's Oldest College Newspaper, Est. 1894

A: \$310 B: \$173 C: \$79 D: \$85 E: \$69 F: \$17
 *Prices based on Local Business rates for single issues

Advertising Rate Card
 2012-2013

DEMOGRAPHICS

- 1,200 copies printed for each weekly issue
- 1,884 Arts & Science and Professional Studies undergraduate students
- 1,037 Hamilton Holt (evening and weekend) students, oriented toward career advancement
- 316 Holt Graduate and Crummer Business students pursuing a master's of business administration (MBA)

- 714 Faculty/Staff members

- Hundreds of prospective students and parents, current parents, alumni and community members visiting performances, lectures, recitals, art exhibits, etc

- Rollins is located within the thriving Winter Park community

*Statistics based upon Fall 2012 academic semester.

PUBLICATION DATES

August	30
September	13, 20, 27
October	18, 25
November	1, 8, 29

January	31
February	7, 14, 21
March	14, 21, 28
April	4, 11, 18, 25

The Sandspur

Rollins College
1000 Holt Avenue - 2742
Winter Park, FL 32789-4499

(407) 646-2696 advertising@thesandspur.org

ADVERTISING RATES

2012-2013

Campus org and college dept. rate:

\$4.50 per column inch

Local business rate (Orlando/Winter Park):

\$5.75 per column inch

National business rate:

\$11.25 per column inch

B/W

Ad Size	Col.	x	Ht.	=	Campus	Local	National
Full Page	5	x	12.5"	=	\$281	\$359	\$703
½ Horiz.	5	x	6"	=	\$135	\$172	\$337
½ Vertical	2	x	12.5"	=	\$112	\$143	\$281
¼ Horiz.	3	x	6"	=	\$81	\$103	\$202
¼ Vertical	1	x	12.5"	=	\$56	\$71	\$140
⅓ Horiz.	3	x	3"	=	\$40	\$51	\$101
⅓ Vertical	1	x	6"	=	\$27	\$34	\$67

Color

Ad Size	Col.	x	Ht.	=	Campus	Local	National
Full Page	5	x	12.5"	=	\$403	\$484	\$828
½ Horiz.	5	x	6"	=	\$195	\$233	\$398
½ Vertical	2	x	12.5"	=	\$163	\$194	\$331
¼ Horiz.	3	x	6"	=	\$131	\$154	\$253
¼ Vertical	1	x	12.5"	=	\$106	\$122	\$191
⅓ Horiz.	3	x	3"	=	\$91	\$102	\$151
⅓ Vertical	1	x	6"	=	\$77	\$85	\$118

*For color ads:

If ad is less than or equal to 25 column inches, add a flat rate of \$50.

If ad is greater than 25 column inches, add \$2 per column inch.

Bulk discounts are offered, but require a signed contract to purchase. Once a contract is signed, the client is obligated to pay for the total of all advertisements in advance. The discounts are:

4-6 issues: 5% • 7-9 issues: 7% • 10+ issues: 10%

ONLINE ADS

Two options are available on thesandspur.org

300x250 sidebar ad

- Appears on right sidebar of all pages
- \$8 per 1,000 pageviews

620x90 banner ads

- \$10 per 1,000 pageviews for topmost ad. Each available spot lower on the page is 50¢ cheaper
- May be added to the end of articles for an additional \$7 per 1,000 pageviews

Examples are found at thesandspur.org/advertising

INSERTS AND POST-ITS

Post-it advertising is placed on the front page, while inserts are placed in the center of the paper.

Cost per 1,200 pre-printed insertions is \$235.

Inserts must be a **minimum of 5" x 7"** and a **maximum of 10" x 13.5"**

Inserts and/or Post-its must be delivered to:

Sun Coast Venice Print Center
200 East Venice Avenue
Venice, FL 34285.

(The Sandspur can arrange to have your inserts and/or post-its delivered to the printer for a charge of \$50.)

Inserts and/or Post-its must be delivered no later than the Monday prior to publication.

What are some ways to make the most of an ad?

- Announcing a college discount
- Promoting a Rollins R-Card discount
- Designing your ad into a coupon to get members of the Rollins community in your door