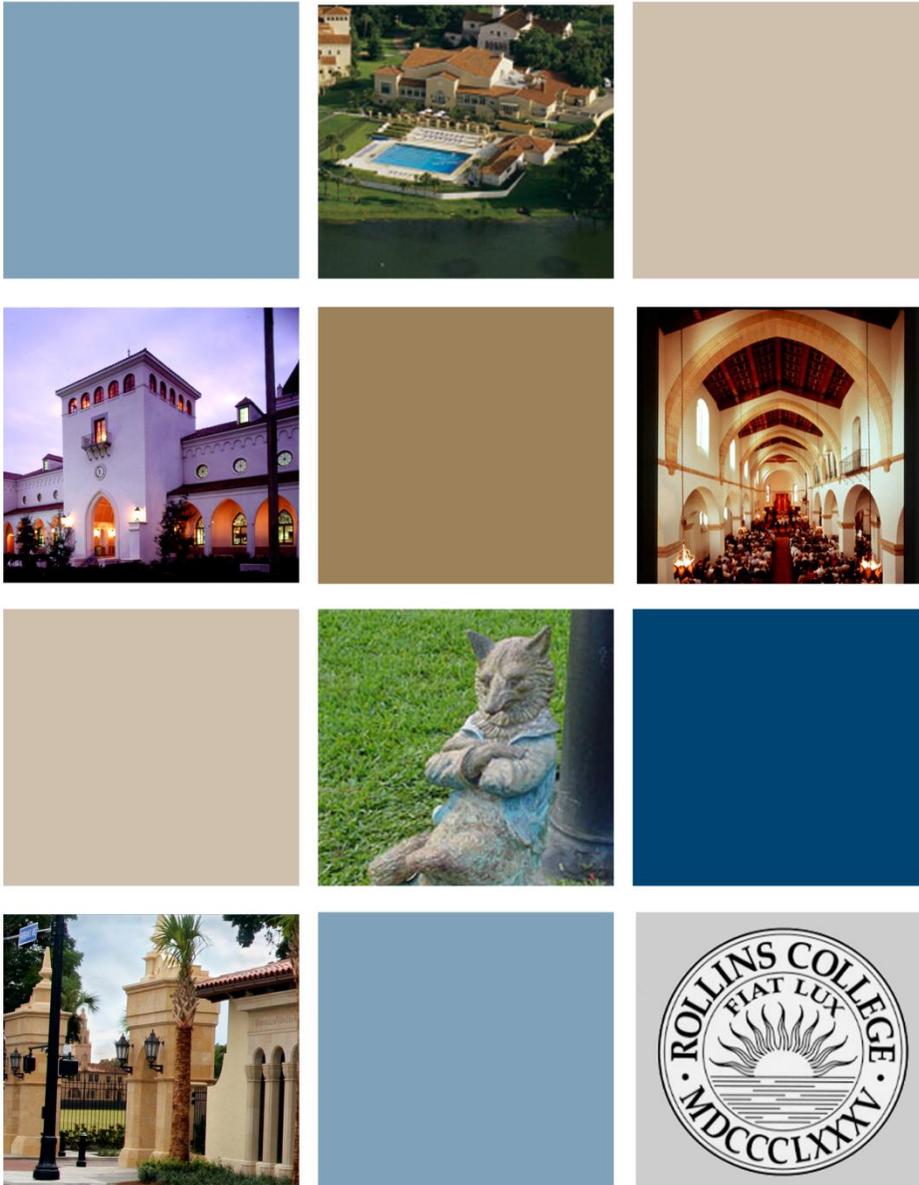


# The Sandspur

The Oldest College Newspaper in Florida Est. 1894



## 2012-13 Media Kit

## Thank you for your business!

On behalf of the 2010-11 staff of *The Sandspur* at Rollins College, We'd like to thank you for considering advertising with us.

Founded in 1894, *The Sandspur* is in its 119<sup>th</sup> year of publication. As we rely on limited funding from Rollins College, our success is not possible without the business of our valued advertisers.

Advertising in *The Sandspur* is an inexpensive way to reach over 4,000 individuals including students, alumni, parents, faculty, staff and visitors on our campus and in the Winter Park community. We print 1,200 issues for the campus, mail copies to subscribers around the country, and host a digital copy online that retains size and form, meaning your ad will be seen. Please contact me if you have any questions or would like to place your ad.

Thank you again for your interest in and support of *The Sandspur*.

Sincerely,

Greg Golden  
Business Manager  
The Sandspur  
407-646-2694  
[advertising@thesandspur.org](mailto:advertising@thesandspur.org)

## Demographic Information

- 1,884 Arts & Science and Professional Studies undergraduate students, most between the ages of 18 and 22 years
- 1,037 Hamilton Holt (evening and weekend) students between the ages of 18 and 75 years, oriented toward career advancement
- 316 Holt Graduate and Crummer Business students pursuing a master's of business administration (MBA)
- All student populations contribute to 59% female and 41% male
- 216 full-time Faculty members
- 498 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 are based upon data for the Fall 2012 academic semester.*

## 2012-13 Advertising Rates

**Campus org and college dept rate: \$4.50 per column inch**

**Local business rate (headquartered in Orlando/Winter Park): \$5.75 per column inch**

**National business rate: \$11.25 per column inch**

For color ads:

If less than or equal to 10 column inchs, **add \$4 per column inch**

If greater than 10 column inchs, **add \$2 per column inch**

We will work with you on custom sizing per the rates quoted above, and you will find sample sizes below to estimate the cost of your advertisement per issue placement

### B/W

Ad Size	Col.	×	Ht.	=	Campus	Local	National
Full Page	5	×	12.5"	=	\$281	\$359	\$703
½ Horiz.	5	×	6"	=	\$135	\$172	\$337
½ Vertical	2	×	12.5"	=	\$112	\$143	\$281
¼ Horiz.	3	×	6"	=	\$81	\$103	\$202
¼ Vertical	1	×	12.5"	=	\$56	\$71	\$140
⅛ Horiz.	3	×	3"	=	\$40	\$51	\$101
⅛ Vertical	1	×	6"	=	\$27	\$34	\$67

### Color

Ad Size	Col.	×	Ht.	=	Campus	Local	National
Full Page	5	×	12.5"	=	\$403	\$484	\$828
½ Horiz.	5	×	6"	=	\$195	\$233	\$398
½ Vertical	2	×	12.5"	=	\$163	\$194	\$331
¼ Horiz.	3	×	6"	=	\$117	\$140	\$239
¼ Vertical	1	×	12.5"	=	\$81	\$97	\$166
⅛ Horiz.	3	×	3"	=	\$77	\$88	\$137
⅛ Vertical	1	×	6"	=	\$51	\$59	\$92

*Columns are 2" wide. A demo page is available if you wish to see all sizes*

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## Post-It Advertisements

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Cost per thousand \$100

*Minimum size: 2" x 2" / Maximum size: 4" x 6"*  
*Minimum number: 1000 / Maximum number: 1250*

Advertiser must supply 1,000 post-its and deliver them no later than the Monday prior to publication to:

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

### Deadlines

**The Sandspur must receive an electronic version of display ad by 5 p.m. one week prior to the intended day of publication.**

### Bulk Discounts

A bulk discount requires a signed contract to purchase:

4-6 advertisements at a discounted rate of 5%  
7-9 advertisements at a discounted rate of 8%  
10+ advertisements at a discounted rate of 10%

Once a contract is signed, the client is obligated to pay for the total of all advertisements in advance.

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## Classified Advertisements

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Print Edition	\$1.15 / word
Add Small Image	\$12
Add Bold	\$3
Add Box	\$3

Display advertisements may be placed in the Classifieds section for the same ROP rates specified to the left; however, the width of the ad must be exactly 2 columns (4 inches). There is a minimum order of \$10.

**The Sandspur must receive classified ad five business days prior to insertion date.**

Deadlines are typically the Monday prior to publication (Friday). However, please consult production schedule available in this media kit for specific deadlines.

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## Insert Advertisements

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Preprinted Insert \$235 / page

*Minimum size: 5" x 7" / Maximum size: 10" x 13.5"*

Advertiser must supply 1,000 copies and deliver them no later than the Monday prior to publication to:

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

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## Contact Us

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If you need more information, or if you're ready to place an order, please contact us at [advertising@thesandspur.org](mailto:advertising@thesandspur.org) or 407-646-2694. We appreciate your business!

## Advertising Policies

- *The Sandspur* reserves the right to reject advertising that is considered objectionable. Commercial advertisements that discriminate on the basis of race, creed, color, familial status, national origin, handicap, age or gender will not be accepted.
- *The Sandspur* reserves the right to print "Advertisement" above any advertisement that closely resembles editorial matter.
- *The Sandspur* will make every effort to accommodate ad position requests. However, page position cannot be guaranteed.
- Due to the costs associated with redesigning the newspaper after the advertising deadline, retail advertising cancelled after the deadline will be charged at 50 percent of the cost of publishing the ad. In addition, changes to advertisements after the deadline may not be possible.
- The advertiser and/or advertising agency assume liability for all content (including text and illustrations) of advertisements printed and also assume responsibility for any claims arising there from made against *The Sandspur*.
- All questions relative to charges should be directed to the advertising director, business manager or editor-in-chief. Only those personnel are authorized to make adjustments to charges for advertisements.
- An advertisement is not considered accepted by *The Sandspur* until it is actually published.
- The advertiser is to indemnify *The Sandspur* for all expenses it may incur to enforce collection of any amount due, and advertiser is to pay reasonable attorney's fee and court costs incurred in such collection.
- In the event of a hurricane or other weather emergency, act of God or any other cause outside the control of *The Sandspur*:
  - If the issue is already in distribution when school is cancelled, no adjustments will be made. *The Sandspur* assumes no responsibility for these advertisements or any problem arising from their publication.
  - If school is cancelled prior to printing & distribution of an issue, *The Sandspur* will attempt to contact all advertisers scheduled to advertise in that issue. In the event that the advertiser cannot be reached, all advertisements will be run in the next distributed issue at the same size and price as the originally scheduled ad.
- *The Sandspur* will not be liable for errors in advertisements, including typographical errors, incorrect publication (insertions or omissions) and resulting losses, but if at fault, will make adjustments on that part of the advertisement in which such error occurred. It is the advertiser's responsibility to make claims for adjustment within five business days of publication. No adjustment will be made for errors that do not materially affect the value of the advertisement. *The Sandspur* cannot bear any liability for copy that changes or corrections made after deadline or by telephone.
- *The Sandspur* may revise its advertising rate schedule at any time upon 30 days written notice to the advertiser.
- Agencies placing advertising on behalf of their clients are liable for the full cost of advertising placed.

## Electronic Transmission

E-mail your ad to [advertising@thesandspur.org](mailto:advertising@thesandspur.org)

Preferred format: PDF or TIFF preferred

\*Other image formats (JPEG, BMP, EPS, PNG, etc.) are accepted provided that resolution is sufficient, though some quality loss due to compression may result.

Image Settings:

Grayscale: 20% dot gain

Full Color: CMYK

Resolution: Minimum 200 dpi

## Terms of Payment

- Following the successful implementation of an advertisement in *The Sandspur*, an invoice will be sent to the advertising party requesting payment. Payment must be received within 30 days to avoid the accrual of late fees.
- Prepayment is required of all political advertisers.
- Student organizations must have the signature of an OSIL representative on the insertion order to qualify for the student organization rate. All student organizations must follow the above rules regarding prepayment and credit.
- Advertisers will receive invoices on a per-insertion basis. If additional billing accommodations are needed, please make a request in advance with the business manager.
- Advertising fees not paid within 30 days are considered overdue and will accumulate a \$25 per month late fee.
- Fees not paid within 60 days are considered delinquent and refused advertising until past due balance is paid in full. Advertisements thereafter may require prepayment at the discretion of the advertising director.
- All advertising orders are subject to the rates, terms and provision of the current rate card. Orders received not reflecting the current rates and provisions will be adjusted to the rates and provisions of the current rate card only after consultation and approval by the client. *The Sandspur* will make every effort to contact clients immediately when such a situation occurs, but *The Sandspur* is not responsible for delays in publishing advertising or consequences of such delays that may arise by orders received which do not conform to the correct rates and provisions.

## Volume 119 (2012-2013) Publishing Dates\*

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### Fall Semester

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#### August 2012

		1	2	3	4
5	6	7	8	9	10
11	12	13	14	15	16
17	18	19	20	21	22
23	24	25	26	27	28
29	30	31			

#### September 2012

					1
2	3	4	5	6	7
8	9	10	11	12	13
14	15	16	17	18	19
20	21	22	23	24	25
26	27	28	29	30	

#### October 2012

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

#### November 2012

			1	2	3
4	5	6	7	8	9
10	11	12	13	14	15
16	17	18	19	20	21
22	23	24	25	26	27
28	29	30	31		

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### Spring Semester

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#### January 2013

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

#### February 2013

				1	2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30		

#### March 2013

				1	2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30	31	

#### April 2013

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

\* In the case that any issue should need to be cancelled, reserved ads will be refunded or rescheduled at the client's preference

**Please note: Our offices will be closed during the summer months (typically May 1 through August 15). We do not check postal mail or voicemail frequently during this time, but we do respond to e-mail.**