

ADVERTISING POLICIES

The *Sandspur* reserves the right to:

- Reject advertising that is considered objectionable.
- Print "Advertisement" above any advertisement that closely resembles editorial content.
- Make every effort to accommodate ad position requests. However, position cannot be guaranteed.
- Not be liable for errors in advertisements, but if at fault, will compensate with additional advertising. 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 on Rollins's campus.

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 assist if needed) and must be emailed to advertising@thesandspur.org

SELECT NIGHTS • SEPT. 27 • OCT. 17

Hand-O Screen

The DARK SIDE of the GARDENS
at Beach Gardens

PREMIER 4-PACK \$24.99
\$5.00 PER TICKET

UNLOCK THE FEAR INSIDE!

Calendar of Events

| DATE | EVENT | TIME | PRICE |
|---------|------------------------------|---------|---------|
| Sept 27 | The Dark Side of the Gardens | 7:00 PM | \$24.99 |
| Oct 17 | The Dark Side of the Gardens | 7:00 PM | \$24.99 |

ARTS & ENTERTAINMENT
livers impressive performance

SCHOOL OF LAW
BARRY LAW
Makes its Case

www.barry.edu/rollins

BARRY UNIVERSITY
SCHOOL OF LAW
ROLLINS COLLEGE
FLORIDA

SPORTS
Women's soccer breaks

Save education costs, pay less for your car!
Call 407-444-2088

WHEELS & TRAINERS

| TEAM | WON | TIES | THURS. | FRI. |
|---------------|-----|------|--------|------|
| Rollins | 1 | 0 | 0 | 0 |
| Stetson | 0 | 0 | 0 | 0 |
| Florida State | 0 | 0 | 0 | 0 |

WEEK PREVIEW

| THURS. | FRI. | SAT. | SUN. | MON. | TUES. | WED. |
|---------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Rollins vs. Stetson | Rollins vs. Florida State | Rollins vs. Florida State | Rollins vs. Florida State | Rollins vs. Florida State | Rollins vs. Florida State | Rollins vs. Florida State |

SPORTS
Men's Basketball team

The Law Office of Warren W. Linker, P.A.
Attorney at Law • Rollins College Law School

Rollins College Law School
4000 University Blvd.
Winter Park, FL 32789

Rollins College Law School
4000 University Blvd.
Winter Park, FL 32789

The Sandspur

Florida's Oldest College Newspaper, Est. 1894

The Sandspur

EVER FEEL LIKE YOU'RE BEING WATCHED?

Sandspur

Please don't feed the animals.

The Sandspur

Love is patient, love is kind.

DISCRIMINATION

Sandspur

KICKED OUT

The Sandspur

R.I.P. FELIX FELIX

GEN. ED.

DAWN OF THE DEAD

Sandspur

NEGATIVE EMPLOYMENT OPPORTUNITY DEBT CRITICAL CONOMY PROTEST EXCUSES CLASS

THE PRESIDENT'S VOICE

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

Advertising Rate Card
2013-2014

DEMOGRAPHICS

- 1,000 copies published per issue
- 1,884 undergraduate students in the schools of Arts & Sciences and Professional Studies
- 1,037 Hamilton Holt (evening and weekend) students oriented toward career advancement
- 134 Holt Graduate and Crummer Business students pursuing a master's of business administration (MBA)
- 714 Faculty/Staff members

- Hundreds of prospective students, 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

| | |
|-----------|---------------|
| September | 5, 12, 19, 26 |
| October | 3, 10, 24, 31 |
| November | 7, 14, 21 |
| December | 5 |
| January | 23, 30 |
| February | 6, 13, 20 |
| March | 13, 20, 27 |
| April | 3, 10, 17, 24 |

The Sandspur

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

(407) 646-2696 advertising@thesandspur.org

ADVERTISING RATES

2013-2014

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 |
| ⅓ Horiz. | 3 | × | 3" | = | \$40 | \$51 | \$101 |
| ⅓ 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" | = | \$131 | \$154 | \$253 |
| ¼ Vertical | 1 | × | 12.5" | = | \$106 | \$122 | \$191 |
| ⅓ Horiz. | 3 | × | 3" | = | \$91 | \$102 | \$151 |
| ⅓ Vertical | 1 | × | 6" | = | \$77 | \$85 | \$118 |

Choosing a modular size above is not mandatory; custom sizing is available to suit your needs.

Advertising rates per column inch:

Campus org and college dept. rate: **\$4.50**
Local business rate (Central Florida): **\$5.75**
National business rate: **\$11.25**

Rates for color ads are increased with a flat rate of \$50 if ad is less than or equal to 25 column inches. If the ad is greater than 25 column inches, add \$2 to the column inch rate before calculating.

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 on thesandspur.org

INSERTS AND POST-ITS

Post-it advertising is placed on the front page, and inserts are placed in the center of the paper. Cost per 1,000 pre-printed post-its/inserts is \$235. Inserts must be between 5" x 7" and 10" x 13.5"

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

Sun Coast Venice Print Center
Attn: Inserts for The Sandspur
200 East Venice Avenue
Venice, FL 34285.

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

(The Sandspur can deliver your inserts and/or Post-its to the printer for a charge of \$50.)

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

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