

THE SIGNAL

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P.O. Box 3968 / Suite 200, University Center

Atlanta, GA 30303

Office Hours: Monday-Friday 9 a.m. - 5 p.m.

Advertising Rates and Information: Georgia State

2011-2012 Academic Year: Fall Semester

About Us

The Signal is a weekly student publication serving the Georgia State community. Founded in 1932, the paper represents the voice of the student body and its interests. While it is primarily a source of information about everything concerning Georgia State, the paper has expanded its coverage to also include metro Atlanta.

The Signal prints 4,000 issues weekly during the fall and spring semesters.

Publication Schedule

The Signal publishes every Tuesday during fall and spring semesters, with special issues during the summer and fall semesters.

Fall 2011

August 23

August 30

September 6

September 13

September 20

September 27

October 4

October 11

October 18

October 20 (Homecoming)

October 25

November 1

November 8

November 15

November 29

December 6

Inserts

Pre-printed inserts only. No split runs. Must fit comfortably into the folded newspaper. A surcharge may be applied for awkward, bulky or oddly shaped pieces.

1-7 pages \$227.50

8-15 pages \$297.50

16+ pages \$367.50

Classified/Online Advertising

The Signal currently does not offer classified advertising. We are looking into launching online advertising during Spring 2011. Check with our Advertising Coordinator at signalads@langate.gsu.edu for any updated information.

Advertising Rates

Color Rates:

Full-color process \$380.00

Single-color process \$95.00

Standard Ad Sizes and Rates

Full Page: **5 (columns) x 14 (inches)** \$420.00

Half Page: **5C x 7"** \$210.00

Quarter Page: **3C x 7"** \$126.00

1/6 Page: **2C x 7"** \$84.00

We offer custom sizes. The rate is \$6.00 per column inch.

Multiply width (columns)

by height (inches) for cost.

Refer to left chart for exact

measurements. Custom ad

sizes cannot be taller than 9".

Column Widths

One 1.95 inches

Two 4.05 inches

Three 6.15 inches

Four 8.275 inches

Five 10.375 inches

Discounts

All advertisers are eligible for the following discounts:

- 5% off of the base B&W price if they order an ad for two consecutive weeks.
- 10% off of the base B&W price if they order an ad for four weeks in a semester.
- 15% off of the base B&W price if they order an ad for eight weeks in a semester.
- 20% off of the base B&W price if they order an ad for twelve weeks in a semester.

Discounts can apply to color ads but will not include the color fee in the discount calculation.

Submission Rules

- All ad material must be received **one week before desired publication date at 5 p.m.**
- Pay through check or money order. First-time customers must pay in advance.
- Complete contract.
- Size of art must be equal to ad size requested. Indicate permission to float if ad is smaller than the size requested.
- **Acceptable formats are PDF and TIFF only!**
- All images must be in CMYK, not RGB, color mode.
- Images are at least 150 dpi and are not compressed.

Guidelines

- The editorial board of *The Signal* reserves the right to reject or modify any ad for any reason.
- Advertisements for gambling, adoption or soliciting egg donors cannot be accepted per Georgia state law.
- Requests for placement in a particular location of the newspaper will be considered but cannot be guaranteed.
- Complaints regarding errors will be considered if contacted within 14 days of the publication date. Our liability is limited to the cost of the ad.
- Proof of printing (one full issue) will be sent. Invoice sent on request for prepaid ads.

Full Page

Quarter Page

1/6 Page

Half Page