



# ADVERTISING GUIDE **2011/12** FOR PRINT & ONLINE

**FERRIS STATE TORCH**

*Truth, fairness & accuracy for over 75 years.*

# DISPLAY AD RATES

The Ferris State Torch is a tabloid-size newspaper measuring 5 columns (9 3/4") wide by 15" deep. A column inch is approximately 1 3/4" wide by 1" deep. There is a 1/4" gutter between each column.

DISPLAY AD RATES \$6.25 / column inch

NATIONAL AD RATES \$6.75 / column inch

**Color** can be added to any advertisement for \$25 plus 50¢ per ad column inch.

Deadline for display ads is **1pm** on the Wednesday prior to the date the ad is scheduled.

Late ads may be subject to an additional surcharge up to 25%.

The minimum size for a display advertisement is two column inches.

# PRE-PRINTED INSERTS

\$60.00 per thousand (6¢ each) one page or multi-page.

Minimum of 4,000 Inserts.

Maximum size 8 1/2" x 11" (after folds).

We recommend a (minimum) size of 4 1/4" x 5 1/2" for best results.

Space reservation for inserts is one week prior to the publication date.

Delivery of inserts must be before **5pm** the Friday prior to the scheduled publication date.

## MAIL/SHIP INSERTS TO

The Pioneer Group/Printing Division  
ATTN: FSU TORCH  
22405 18 Mile Rd. Big Rapids, MI 49307

*Inserts are subject to approval. The Torch will not be responsible for return of disapproved inserts received.*

# CREDIT POLICY

## MISSPELLED OR MISSING WORD WITHIN COPY

35 COL. INCH OR LESS AD \$3.00 / word

GREATER THAN 35 INCHES \$6.00 / word

## MISSPELLED OR MISSING WORD IN HEADLINE

35 COL. INCH OR LESS AD \$6.00 / word

GREATER THAN 35 INCHES \$10.00 / word

## MISSED PUBLICATION

Total amount of ad will be refunded or credited.

## DEFECTIVE PRINTING SUCH AS UNREADABLE OR BLURRED AD

Total amount of ad credited provided ad was defective in all issues.

## COLOR ORDERED BUT NOT EXECUTED

Only the cost of the color is refunded.

## AD POSITIONING NOT AS REQUESTED

No credit (see **General Policies**)

# CLASSIFIEDS

\$5.00 for 15 words or less.

20¢ per word over initial 15.

\$1.00 extra for boxed ads, bold, or italic type.

\$2.00 extra for crimson spot color.

Classifieds must be prepaid.

Classifieds may be mailed with check/money order. Payments are received in person at The Torch offices **8am–1pm**, Monday through Friday.

Deadline is **noon**, the Friday prior to publication date.

Ads may be posted online at no additional charge but are not guaranteed to be posted.

**No refunds** due to cancellation.

# PUBLICATION SCHEDULE

Yellow dates show the 2011/12 Torch publication schedule.

Deadlines for ALL display ads are 1 pm on the Wednesday prior to the publication date the ad is scheduled for.

## SEPTEMBER

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
						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

S	M	T	W	T	F	S
		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			

No Issue 11/23: Thanksgiving

## DECEMBER

S	M	T	W	T	F	S
				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

End of Fall Semester

## JANUARY

S	M	T	W	T	F	S
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

S	M	T	W	T	F	S
			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			

## MARCH

S	M	T	W	T	F	S
				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

No Issue 3/7: Spring Break

## APRIL

S	M	T	W	T	F	S
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					

No Issue 4/4: Mid-Semester Break

# PRODUCTION SERVICES

The Ferris State Torch will lay out and personalize an ad for your business at no extra charge.

Special artwork and photos (in print, electronic and negative format) may be resized through the use of scanning procedures and special software programs.

We will accept advertisements and graphics that have been created with a variety of applications via CD or e-mail.

The preferable format for ad material is a hi-res Adobe PDF or a JPG file as an attachment.

Please send all e-mail copy to the Business Manager.

Ad Copy can be e-mailed to: [torchads@ferris.edu](mailto:torchads@ferris.edu)

Deadline for **ALL** display advertisements is by **1pm** on the Wednesday prior to the date the ad is scheduled to be published.

# IN-HOUSE RATES

Registered Student Organizations (RSOs) and Campus Departments.

\$5.75 / column inch

PRE-PRINTED INSERTS \$50.00 / thousand (5¢ each).  
more info on page 2.

An **index number** or payment is required before any ad will be scheduled.

For a color ad, an additional \$25.00 flat charge is added (whether it's one color or full color).

Late ads may be subject to an additional surcharge up to 25%.

**Deadline for display ads is 1pm on the Wednesday prior to the date the ad is scheduled.**

# SPECIAL ISSUES\*

WELCOME BACK ..... AUG 26, 2011

*Distributed during move-in week*

HOUSING GUIDE ..... JAN 18, 2012

SUMMER/ORIENTATION ..... MAY 16, 2012

*Early deadline: April 20, 2012*

JOB FAIR ..... OCT 6, 2011

HOMECOMING WEEK ACTIVITIES ..... OCT 10-15, 2011

**\*Contact us for the deadlines of these special issues.**

# GENERAL POLICIES

The Torch will not accept any advertisement which is libelous, promotes academic dishonesty, violates federal, state or local laws, or encourages discrimination on the basis of race, sex, age, color, creed, religion, national origin or disability.

Any artwork or photos must be customer or Torch originals. Ads that break copyright laws will not be accepted.

The Torch reserves the right to edit or reject any advertisement at its discretion. Advertising considered fraudulent, misleading, offensive, or detrimental to the public or its advertisers will be refused. Justification does not have to be given if an advertisement is refused.

The Torch assumes no liability if, for any reason, it becomes necessary to omit an advertisement.

Position requests are not guaranteed.

Clear sponsorship must be shown on all advertisements.

Advertisements simulating news must carry the words "Paid Advertisements." Such ads must have a border.

Political ads must be paid in advance of publication and must carry the information required by law (i.e. "Paid Political Advertisement").

Foreign language advertisements will not be printed.

The advertiser assumes full liability for their advertisements and agrees to hold The Torch unaccountable for the content of all advertisements authorized for publication and any claims that may be held against The Torch.

The Torch accepts payment for advertisement at:

## UNIVERSITY BUSINESS OFFICE

1201 S. State St. CSS 101  
Big Rapids, MI 49307

*It is against policy for advertising representatives to accept payment.*

# ONLINE ADVERTISING

Be eligible for a **20% discount** on your online ad if you reserve space in our print edition within a 30 day time period. (Space reservation for the print edition must be made when ordering the online ad)

All print ad policies apply to online content as stated in the **General Policies** section of The Torch Advertising Guide. We reserve the right to edit or reject any advertising.

## RATES

TOP BANNER (960px x 100px)      \$50.00

SIDEBAR (180px x 180px)      \$25.00

runs for 7 (seven) calendar days.

Ads may be posted in 24–72 hours (excluding weekends) of the requested posting date.

The Torch will not be responsible for downtime caused by server failures.

Contact The Torch Business and Advertising office or your advertising representative.

# WHY ADVERTISE IN PRINT?

**Alloy Media + Marketing, New York**, found that **82%** of students read their campus newspaper, a rate that more than doubles most major metro dailies.

**87%** of college kids read ads in college newspapers.

Close to **80%** of college students reported reacting to an ad or article.

Over **5,000** readers weekly. Pass along rates are strong as well, with an average of **3.2** students sharing an issue.

The Torch reaches the campus and community market by distributing on and off campus

The Torch Summer/Orientation Edition has a circulation of **8,000** with every orientation student receiving a copy.



# FERRIS STATE TORCH

## CONTACT

### **Laura Anger**

BUSINESS MANAGER

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### **Steve Fox**

FACULTY ADVISOR

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[stevenfox@ferris.edu](mailto:stevenfox@ferris.edu)

Arts & Sciences Building 3080

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### **Ferris State Torch**

805 Campus Drive

Rankin Center Room 140

Big Rapids, MI 49307

AD/BUSINESS OFFICE **231.591.2609**

TORCH FAX **231.591.3617**

TORCH NEWSROOM **231.591.5946**

AD INFO./MATERIAL [torchads@ferris.edu](mailto:torchads@ferris.edu)

[www.fsutorch.com](http://www.fsutorch.com)