

Student run since 1946

# The Compass 2007-2008

Newspaper

Advertising Guide

## Mechanical Specifications

**Page size:** 10.25" wide x 16" deep

**Usable size:** 10.25" wide x 14.5" deep

**Number of columns:** 6

<b>Column widths:</b>	1 column	1.5"
	2 columns	3.3"
	3 columns	5.0"
	4 columns	6.75"
	5 columns	8.5"
	6 columns	10.25"

**Full page:** 6 columns x 14.3" deep

**3/4 page:** 4 columns x 14.3" deep

**1/2 page:** 6 columns x 7.15" deep

**1/4 page:** 3 columns x 7.15" deep

**1/8 page:** 2 columns x 7.15" deep

3 columns x 4" deep

**1 /16 page:** 2 columns x 4" deep

## Rates

### Open rate \$6.15 PCI

	Local Rates	Student Org. Rates
<b>Full page:</b>	\$210.00	\$180.00
<b>3/4:</b>	\$175.00	\$150.00
<b>1/2:</b>	\$125.00	\$105.00
<b>1/4:</b>	\$90.00	\$75.00
<b>1/8:</b>	\$55.00	\$45.00
<b>1/16:</b>	\$35.00	\$30.00

**Ad photography service:** \$10 per photograph

## Classified Advertising

**Classifieds:** 50 words for five dollars, 10 cents for every five words thereafter

Classified ads are free for current Lake State students. Student identification may be requested.

Tear sheets are not provided with classified invoices.

**Classified Display Ads:** \$3.80 per column inch

## Multiple Placement Discounts

- Ad placement packages for an entire semester are eligible for a 10% discount.
- Ad placement packages for an entire year are eligible for a 20% discount.
- Ad placement packages for every other issue for entire year are eligible for a 15% discount.

Note: Discount options are exclusive of each other.

## Color

**Color charges are in addition to normal space charges.**

**One color:** \$20 (spot blue only, back page or center spread)

**Process color:** \$40 (back page or center spread, minimum 18 column inches)

Note: Publication dates and ad rates are subject to change.

## Insertions

**Inserts CPM:** 2 pages unfolded \$70

4 pages unfolded \$80

8 pages unfolded \$90

(12 or more pages, contact for a quote)

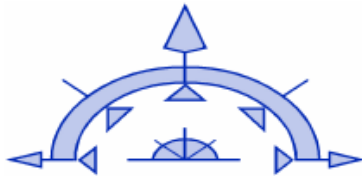
**minimum size:** 5.5" x 8.5" unfolded

**maximum size:** 8.5" x 11" unfolded

**number of inserts:** minimum 1,000  
maximum 1,800

Inserts must be sent at least 10 days in advance to:

The Compass Inserts  
Lake Superior State University  
107 Cisler Center  
650 W. Easterday Avenue  
Sault Ste. Marie, MI 49783



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## Newspaper

## Advertising Guide

### General Information

**Publication:** *The Compass*  
**Name of school:** Lake Superior State University  
**Address:** 107 Cislser Center  
**Mailing address:** 650 West Easterday Avenue  
 Sault Ste. Marie, MI 49783  
**Phone number:** (906) 635-2551  
**Fax number:** (906) 635-7510  
 ATTN: Compass  
**Email:** [compass@lssu.edu](mailto:compass@lssu.edu)  
[compassbusinessmanager@lssu.edu](mailto:compassbusinessmanager@lssu.edu)  
**Web page:** <http://compass.lssu.edu/>

### Frequency/Circulation

**Circulation of publication:** 1,800 copies  
**Frequency of publication:** Weekly  
**Day of the week published:** Friday  
**Locations of distribution:** 16  
**Issues published per year:** 27

### 2007-2008 Publication Dates

**September:** 14, 21, 28  
**October:** 5, 14, 19, 26  
**November:** 2, 9, 16, 30  
**December:** 7, 14 (End of Fall Semester)  
**January:** 18, 25  
**February:** 1, 8, 15, 22  
**March:** 14, 21, 28  
**April:** 4, 11, 18, 25 (End of Spring Semester)

Note: Publication dates are subject to change.

### Staff

**Managing Editor:** Paul Bonamy  
**News Editor:** Aaron Kopitz & Stephanie Rice  
**Production Manager:** Doug Anger  
**Business Manager:** Mackenzie Barrett

### Insertion Deadlines

**Space deadline:** Two weeks prior to publication  
**Artwork deadline:** One week prior to publication  
 Proofs are available upon request. Proofs will be sent out no later than the Monday before publication, and must be returned by 12:00 noon Wednesday. *The Compass* will not be held responsible for ad publication if proofs are received after noon on Wednesday.

### Terms of Payment

- *The Compass* understands that you want your invoice in a timely fashion and with accurate information. If you have any questions regarding your account, please call *The Compass* Business Manager as soon as possible. (906) 635-2551
- Advertising invoices and tear sheets are mailed out monthly. Payment is due within fifteen business days of the invoice date. If the payment is not received within this time, there will be a 10% late payment fee.
- All rates are not commissionable, net rates.

## The Compass General Advertising Policies

- *The Compass* reserves the right to accept or reject any advertising.
- *The Compass's* liability for error shall not exceed that portion of the entire cost of the ad in which the error was made.
- Except as provided above, *The Compass* shall be under no liability for loss to advertiser as a result of the publisher's error or omission in advertising copy, for failure to publish, or to distribute all or any portion of an issue that the advertisement has been accepted.
- Any advertising may have "advertisement" placed above the ad if it may be mistaken for an editorial.

- Advertising agencies acting on behalf of retail advertisers are agents for the advertisers unless specifically accepted by *The Compass* in writing.
- The advertiser assumes full liability for their advertisements and agrees to not hold *The Compass* liable for the contents of the advertisements.
- All advertisements designed by *The Compass* are property of *The Compass*, and may not be used or reproduced by anyone without the written permission of *The Compass*.

- *The Compass* will not accept any advertisement that is defamatory, promotes academic dishonesty, violates any law, or encourages discrimination on the basis of race, color, sex, sexual orientation, religion, or disability.
- Neither the advertiser or *The Compass* shall be held responsible for failure to perform due to fire, flood, lighting, accidents, emergencies, or any other situation out of their control. However, nothing in this paragraph can excuse an advertiser from paying *The Compass* for advertisements published in the pages of *The Compass*.