

SPINNAKER

Advertising Rates 2008-2009
Effective Beginning June 1, 2008

Marketing Information

Advertising in the Spinnaker allows businesses and organizations to reach the diverse University of North Florida community. UNF comprises a student body of nearly 17,000 and a professional workforce of more than 1,400 including full-time and part-time faculty, administrators and support personnel. The student body is approximately 58 percent female, and the average age is 24.5. More than 85 percent of UNF students live off campus and work in the Jacksonville area, creating a unique blend of traditional and nontraditional students. The Spinnaker has a readership of nearly 12,000 each week with a circulation of 4,000 per issue and is distributed every Wednesday during the fall and spring semesters.

Ad Size	Rates	Dimensions (width x length)
Full page, back	\$1,200 (color)	10.25 inches x 16 inches
Full page, center	\$800 (color)	10.25 inches x 16 inches
Full page, inside	\$600	10.25 inches x 16 inches
1/2 page	\$365	10.25 inches x 7.625 inches
1/2 page, vertical	\$365	6 inches x 11 inches
1/4 page	\$210	3.875 inches x 9 inches
1/4 page, banner	\$210	10.25 inches x 3.4 inches
1/8 page	\$115	3.875 inches x 5 inches
Business card	\$40	3.875 inches x 2 inches



Advertising Artwork Deadline

New ads must arrive on Monday **NINE (9) days before publication** to be approved by the Advertising Manager for size and content. Ads must be submitted in electronic format (e-mail/disk). Electronic submissions must be in TIFF or PDF file formats at 300 dpi resolution and sized proportionally. Failure to submit artwork and required paperwork (insertion order and advertising agreement) by deadline will result in an additional charge of 10% per issue.

Advertising Agreements

Clients who purchase display advertising space must sign a written agreement with the Spinnaker. Clients may request to increase the size of an ad reserved to run no later than 5:00 pm on the Friday five (5) days before publication, space permitting, and pay the difference in price. Failure to fulfill the terms of the agreement, however, may result in the loss of discounts. The Spinnaker will not be responsible for incorrect copy submitted by the client, for failure to submit copy after reserving space, or for copy submitted after deadline. If a reserved advertisement is cancelled less than nine days prior to publication, the client will be charged full price.

Late Advertising Agreement Forms

Order forms received less than two Mondays (NINE days) before publication will be assessed a 15% premium. If order forms are received late, artwork must be submitted by 5:00 pm the same day. If artwork is not submitted before 5:00 pm, clients will be charged the late artwork fine of 10% on top of the 15%

premium. **We DO NOT accept late order forms after 5:00 pm the Friday (FIVE days) before publication.**

Advertisement Design

The Spinnaker will create advertisements upon request for clients, for a graphic design fee of \$75 per hour with a minimum charge of \$75. Please have all advertisement copy ready upon submittal. The Spinnaker will not be responsible for incorrect copy submitted by the client, for failure to submit copy after reserving space, or for copy submitted after deadline. **The deadline for ad design requests is two Fridays (12 days) by 5 pm prior to the requested run date.** The client will have two opportunities to correct any aspect of an ad designed by the Spinnaker Art Department. After two change requests, additional edits will be billed at \$25 per hour with a minimum charge of \$25.

General Information

The Spinnaker accepts all kinds of advertising. We retain the right to reject any classified or display ad deemed not in the best interest of the newspaper. Decisions to exclude ads are made at the discretion of the Editor in Chief and the Advertising Manager. Position requests will be considered, but are not guaranteed. Advertisements are not accepted on a “position or omit” basis.

Inserts

The Spinnaker does not accept inserts.

Classified Rates

For students, faculty or staff with a valid UNF ID, classified advertising is free. All other classified ads cost \$15 for up to 20 words. Additional words cost 25 cents each. There are no frequency or volume discounts for classified ads. Payment for classifieds must be received Tuesday (one week) before the publication date, or the ad will not run. Space on the classifieds page is on a first-paid, first-printed basis.

Payment

No cash, credit card or debit card payments can be accepted. Only checks and money orders can be accepted. Checks and money orders must be made payable to “Spinnaker.”

Penalty Fees

All payments must be received with 30 days of publication. Payments not received in 30 days will be assessed a charge of 2% per month on the unpaid balance.

Contact Information

Holli Welch, Editor in Chief
Editor@UNFSpinnaker.com

Alyse Schulte, Advertising Manager
Advertising@UNFSpinnaker.com

Klajdi Stratoberdha, Business Manager
Business@UNFSpinnaker.com

Spinnaker
Building 14, room 2627
1 UNF Drive
Jacksonville, FL 32224-2668
Advertising office: (904) 620-1599
Main office: (904) 620-2727
Fax: (904) 620-3924

E-mail: Advertising@UNFSpinnaker.com

Spinnaker Publication Dates 2008-2009

Summer/Fall 2008

Issue 1	June 11
Issue 2	July 16
Issue 3	August 20 (Freshman Issue)
Issue 4	August 27 (Welcome Back)
Issue 5	September 3
Issue 6	September 10
Issue 7	September 17
Issue 8	September 24
Issue 9	October 1
Issue 10	October 8
Issue 11	October 15
Issue 12	October 22
Issue 13	October 29 (Halloween Issue)
Issue 14	November 5
Issue 15	November 12
Issue 16	November 19
Issue 17	December 3 (Finals/Holidays)

Spring 2009

Issue 18	January 7 (Spring Welcome)
Issue 19	January 14
Issue 20	January 21
Issue 21	January 28
Issue 22	February 4
Issue 23	February 11 (Valentine's Issue)
Issue 24	February 18
Issue 25	February 25
Issue 26	March 4
Issue 27	March 11 (Spring Break Issue)
Issue 28	March 25
Issue 29	April 1 (April Fools' Issue)
Issue 30	April 8
Issue 31	April 15 (Commencement)

2008-2009 Discount Options

	Weekly price	Four-issue discount	Eight-issue discount	Semester discount	Full-year discount
	<i>no discount</i>	<i>5% off</i>	<i>10% off</i>	<i>15% off</i>	<i>25% off</i>
Full page ad	\$600	\$570	\$540	\$510	\$450
1/2 page ad	\$365	\$346.75	\$328.50	\$310.25	\$273.75
1/4 page ad	\$210	\$199.50	\$189	\$178.50	\$157.50
1/8 page ad	\$115	\$109.25	\$103.50	\$97.75	\$86.25
Business card ad	\$40	\$38	\$36	\$34	\$30

* All prices reflect cost to client per issue published.

Note: To qualify for the discount, the ad agreement must state what kind of discount you are requesting (full-year, semester, eight issues, or four issues). Please check the appropriate box on the advertising order form under “Discount Options”. Failure to do so may result in clients paying full price for their ads.

Organizational Discounts

Recognized Student Organizations in good standing with Club Alliance, and organizations on the UNF campus receive a discount of 20% for display advertisements purchased for the organization. The Spinnaker must receive a copy of any transfer requests processed through Banner as proof of payment.

General Information

Discounts are cumulative. All discounts are subject to review by the Editor-in-Chief, the Advertising Manager, and the Business Manager of the Spinnaker, and the discounts may be revoked at any time. In the case of frequency discounts, failure to run an advertisement for the agreed upon number of issues may result in the loss of the discount.

SPINNAKER

ADVERTISING AGREEMENT

AGREEMENT as of _____, 20__, between _____ (hereinafter referred to as the “Client”) and the Spinnaker with respect to the authorization to publish an advertisement for said Client. Whereas the Spinnaker, the University of North Florida student newspaper, will publish said advertisement according to the specifications and conditions of the Client hereby listed:

DESCRIPTION

Clients purchasing display advertising space must sign a written agreement with the Spinnaker. The agreed upon advertisement will run in the issues and at the price indicated on the advertisement order form. If the Client fails to provide an advertisement as agreed, the Client may lose any applicable discounts and be charged the full price for the space reserved. If the advertisement is cancelled after deadline, the client will be charged full price. Clients may request to increase the size of an ad reserved to run, space permitting, and pay the difference in price. **Initial:** _____

ADVERTISING TERMS AND CONDITIONS

Advertising Deadlines:

New ads must arrive on the Monday nine (9) days before publication to be approved by the Advertising Manager for size and content. Ads must be submitted in electronic (e-mail/disk) format. Electronic submissions must be in TIFF or PDF file formats at 300 dpi resolution and sized proportionally. Unless stated otherwise, payment must be received with the ad submission to ensure publication for the following week. Billing is available upon request, and invoices and tear sheets will be sent out no later than 3 days after the paper as come out. **Initial:** _____

Spinnaker Advertising Policies:

The Spinnaker accepts all kinds of advertising but retains the right to reject any classified or display advertisement deemed not in the best interest of the newspaper. Decisions for exclusion of ads are made at the discretion of the Editor in Chief and the Advertising Manager. Position requests will be considered but are not guaranteed, with the exception of full-page back and full-page center. Advertisements are not accepted on a “position or omit” basis. **Initial:** _____

Full-page advertisements or advertisements with the appearance of a news story must be bordered and have the word “advertisement” printed above them. Otherwise, the Spinnaker reserves the right to place the word “advertisement” at its discretion. The Spinnaker will not knowingly publish an advertisement that violates the law. **Initial:** _____

The Spinnaker is not responsible for copy or proofing errors in submitted material. Printing errors should be reported to the Advertising Manager. The Spinnaker will not be responsible for incorrect copy submitted by the client, for failure to submit copy after reserving space, or for copy submitted after deadline.

Initial: _____

The Spinnaker reserves the right to adjust rates at any time, upon 30 days notice. If an advertisement is omitted, the Spinnaker will print a make-good advertisement in the next issue. Cash and credit/debit cards cannot be accepted. Only checks and money orders can be accepted.

Initial: _____

Advertisement Design

The Spinnaker will create advertisements upon request for clients, for a graphic design fee of \$75. Please have all advertisement copy ready upon submittal. The Spinnaker will not be responsible for incorrect copy submitted by the client, for failure to submit copy after reserving space, or for copy submitted after deadline.

The deadline for ad design requests is 12 days prior to the requested run date. The client will have two opportunities to correct any aspect of an ad designed by the Spinnaker Art Department. After two change requests, additional edits will be billed at \$25 per hour with a minimum charge of \$25.

Initial: _____

Inserts:

The Spinnaker does not accept inserts. **Initial:** _____

Discounts:

Discounts must be agreed to by the Spinnaker and noted on the advertising order form before a signed contract will be accepted. **Initial:** _____

Political Advertising: Public

Political advertisements for public officials must be paid in advance and must carry information as required by law. **Initial:** _____

The undersigned agree to the terms of this agreement on behalf of their respective organizations. Digital or photocopied signatures will not be accepted.

On behalf of the Client:

Name: _____

Signature: _____ Date: _____

On behalf of the Spinnaker:

Name: _____ Signature: _____

Date: _____

Spinnaker

Summer/Fall 2008 Display Advertising Order Form

Contact Name (Please Print)		Company Name (Please Print)	
Phone Number/Extension		Address	
Fax Number	E-mail Address	City/State/Zip	

Advertising Rates (per issue)

- Full back cover (color) \$1,200
- Full center page (color) \$800
- Full page \$600
- 1/2 page \$365
- 1/4 page \$210
- 1/8 page \$115
- Business card \$40

Deadline: **5:00 pm Monday NINE (9) days before**
publication in electronic (TIFF or PDF) form

- **Only checks or money orders accepted**
- Additional \$75 fee per hour for each graphic design
- All payments must be received by December 10, 2008

This option **must** be checked to get a discount

Discount Options

- Full year 25% off
- One semester 15% off
- 8 issues 10% off
- 4 issues 5% off
- UNF Discount 20% off

Summer/Fall 2008 Run Dates

(please check dates for ad to run)

- June 11
- July 16 (Orientation)
- Aug. 20 (Freshman Issue)
- Aug. 27 (Welcome Back)
- Sept. 3
- Sept. 10
- Sept. 17
- Sept. 24
- Oct. 1
- Oct. 8
- Oct. 15
- Oct. 22
- Oct. 29 (Halloween Issue)
- Nov. 5
- Nov. 12
- Nov. 19
- Dec. 3 (Finals/Holiday)

Amount Quoted Per Ad \$ _____

Total Amount Due \$ _____

Date paid: _____ **Check #:** _____

Client Signature

Date

Sales Person (Print Name)

Date

Advertising Manager Signature

Date

Spinnaker

Spring 2009 Advertising Order Form

Contact Name (Please Print)	Company Name (Please Print)
Phone Number/Extension	Address
Fax Number	E-mail Address
City/State/Zip	

Advertising Rates (per issue)

- Full back cover (color) \$1,200
- Full center page (color) \$800
- Full page \$600
- 1/2 page \$365
- 1/4 page \$210
- 1/8 page \$115
- Business card \$40

Deadline: **5:00 pm Monday NINE (9) days before publication in electronic (TIFF or PDF) form**

- **Only checks or money orders accepted**
- Additional \$75 fee per hour for each graphic design
- All payments must be received by April 30, 2009

Spring 2009 Run Dates

(please check dates for ad to run)

- Jan. 7 (Spring Welcome)
- Jan. 14
- Jan. 21
- Jan. 28
- Feb. 4
- Feb. 11 (Valentine's Issue)
- Feb. 18
- Feb. 25
- March 4
- March 11 (Spring Break Issue)
- March 25
- April 1
- April 8
- April 15 (Commencement)

This option **must** be checked to get a discount

Discount Options

- Full year 25% off
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- UNF Discount 20% off

Amount Quoted Per Ad \$ _____

Total Amount Due \$ _____

Date paid: _____ Check #: _____

Client Signature

Date

Sales Person (Print Name)

Date

Advertising Manager Signature

Date