

Publication Schedule 2015-2016

Issue	Ad Due Date	Issue Date
1.....	Sept. 11	Sept. 17
2.....	Sept. 25	Oct. 1
3.....	Oct. 9.....	Oct. 15
4.....	Oct. 30.....	Nov. 5
5.....	Nov. 13.....	Nov. 19
6.....	Dec. 4.....	Dec. 10
7.....	Jan. 15	Jan. 21
8.....	Feb. 12.....	Feb. 18
9.....	Feb. 29.....	March 3
10.....	March 11.....	March 17
11.....	April 8	April 14
12.....	April 22	April 28
13.....	May 6.....	May 12

The student newspaper of Mount Mercy University



Contact us:

Address:

Busse Library
Mount Mercy University
1330 Elmhurst Dr. NE
Cedar Rapids, IA 52402

Phone:

319-363-1323 ext. 1320

e-mail: times@mtmercy.edu

On the web:

times.mtmercy.edu (no WWW)

Ads may be e-mailed as pdf or jpg files. A pdf should be a "print" file with fonts embedded. If black and white, be sure to use black and not "registration." A jpg file should be very high resolution. The Times can provide production and creative help for ads for no additional cost.

Thank you for your support!

Times Staff

Madison Coates Editor-in-Chief
Lloyd Mackayi Business Manager
Taylor Zumbach..... Managing Editor
Todd Cross Campus Editor
Mariah Kidd..... Design Editor
Meghan Herren.....News Editor
Anna Bohr..... Multimedia Editor
Sammi Wilson..... Video/Web Editor
Andrew Gonner..... Sports Editor
Joe Sheller..... Faculty Advisor

Mount
Mercy
Times
Advertising
2015-2016

The Mount Mercy Times reserves the right to approve or reject any advertising for any reason.

The Times may be circulated on the day (Wednesday) before the listed issue date.

The Mount Mercy Times is a bi-weekly student newspaper serving Mount Mercy University students, faculty and staff. Content in the Times represents student writers, and is not official communication from Mount Mercy University. The Times is published on a 6-column broadsheet format.

Mount Mercy *Times* Advertising Sizes and Rates

Sample Ad: Below is a 3 col. x 4 inch ad.

At the Premium rate, due to CMYK, this 12-column-inch ad would cost \$84.

Sam's Sub Shop

Come on in for our U-Boat Special!



A dangerous mix of spicy German sausages, tangy sauerkraut and robust cheeses, this dangerous combination will sink your hunger and torpedo your taste buds.

Show your MMU ID card and earn our 5 percent student discount!

Sam's Sub Shop—a world of good tastes in on First Avenue.

See our menu at www.samssubsCR.com

Size Guidelines

The Mount Mercy Times is a broadsheet (standard size) newspaper with a 6-column layout grid and a page depth (print area) of 21 2/2 inches. Ads are sold by the column inch (see "sizing ads," at the bottom of this page). An ad should include 1 pica (1/6 inch) of space at the top—a 3 column by 4 inch ad would be 3 5/6 inch deep, for example.

Advertising widths:

Columns	Inches dec.	Picas	Points
1 column	1.528	9p2	110
2 columns	3.222	19p4	232
3 columns	4.917	29p6	354
4 columns	6.611	39p8	476
5 columns	8.306	49p10	598
6 columns	10.000	60p0	720

Maximum size:

6 columns by 21 1/2 inches. The maximum depth short of 21 1/2 inches is 18 inches, to allow for folio and content above an ad that does not fill the page vertically.

Inserts:

Inserts may be accepted on a case-by-case basis. The minimum charge is \$150 for an 8 1/2 by 11 inch double-sided insert. Price will be higher for larger inserts. All inserts are subject to approval in order to ensure content is appropriate and publication is feasible. Therefore, **inserts must be submitted no later than two weeks prior** to publication date.

Ad Prices

Mustang ad rates:

The Mount Mercy Times sells Mustang ads—regular, or run of paper, advertising—at the rate of \$6 per column inch. At that price, ads are run in black and white on any inside page of the newspaper. Color ads (CMYK) are available. If an ad is under 16 column inches, a color ad is charged the premium rate. Larger ads may be color at the Mustang rate.

Sample Mustang ad prices:

- 1 column by 1 inch = \$6.00
- 2 column by 2 inches = \$24.00
- 3 column by 6 inches = \$108.00
- 4 columns by 10 inches = \$240.00
- 6 columns by 12 inches = \$432.00

Premium ad rates:

The Mount Mercy Times sells premium advertising at the rate of \$7 per column inch. Advertisers can specify a page at this rate. Ads can be color or black and white. Premium ad placement requires contact with the Times well in advance to confirm placement. Page 1 is not available, nor is the Opinion page. Placement on the last page depends on the discretion of the editors and ad size. The Times does not create special editorial material to accompany ads. Specific pages include News, Sports, Feature, or a page number, such as 2 or 3.

Sample Premium ad prices:

- 1 column by 1 inch = \$7.00
- 2 column by 2 inches = \$28.00
- 3 column by 6 inches = \$126.00
- 4 columns by 10 inches = \$280.00
- 6 columns by 12 inches = 504

Color advertising:

CMYK color available—on any ad. No color fee is required, but because issues of the Times include black and white pages, a color ad of 16 column inches or less is considered a "Premium" ad. Ads larger than 16 column inches can be CMYK color with no added charge. Special spot colors would require passing along any printer charge as well as paying the per-inch line rate.

Discounts:

Discounts are available both for pre-payment and for volume of advertising. If you place an advertisement in...

- 11+ Issues = 20% Discount
- 7 - 10 Issues = 15% Discount
- 4 - 6 Issues = 10% Discount
- 2 - 3 Issues = 5% Discount

Pre-paid ads receive a 10% discount in addition to other discount. Complete an ad contract to receive the discount.

Sizing ads:

Ads are sold by the "column inch," the number of columns wide times the depth in inches. Ads should match our column grid. Sizes, above, are most accurate in "picas."