Advertising Rates
Fall 2010 - Spring 2011

San Francisco State University

Advertising Personnel

Eva Charles
Advertising Manager
Tel: (415) 338-3133
Cell: (415) 823-3345
E-mail: echarles@sfsu.edu

Barbara Landis
Business & Production Manager
Tel: (415) 338-3113
E-mail: ggxads@sfsu.edu

General

Golden Gate [X]press Advertising
1600 Holloway Avenue
San Francisco, CA 94132-1722
Fax: (415) 338-3111

Office location for advertising:
New Humanities Building
Room 302, #1 Tapia Drive

For PDF files, e-mail to:
ggxads@sfsu.edu

Current Issue Online @ xpress.sfsu.edu

Deadline:
One week prior to publication.

Fall 2010:
August 25 (Wednesday Issues)
September 1, 8, 15, 22, 29
October 6, 13, 20, 27
November 3, 10, 17
December 1, 8, 15 (Midwinter Issue)

Spring 2011:
January 26 (Wednesday Issues)
February 2, 9, 16, 23
March 2, 9, 16, 23
April 6, 13, 20, 27
May 4, 11, 18 (Grad Issue)

Golden Gate [X]press 2.0
(Summer Issue) June 30

National / General
Space Rates

$30.00 gross commissionable, per column inch. However, we will bill you at our NET RATE of $18.00 per column inch, upon approval of credit.

National Newsplan Annual Discount:
$16.00 -- Contract must be signed prior to first publication.

Color Rates

Each color in addition to black: $250.00
4-color, including black: $900.00 Net
Additional charge for non-standard colors: $50.00 Net

Preprinted Insert Rates

10,000 inserts, single-sheet $1100.00 Net, prepaid

10,000 inserts, multiple-pages $1200.00 Net, prepaid

Inserts must be delivered to our printer two weeks prior to insertion.


Payment in advance by check, money order or credit card, unless prior credit has been approved.
Local Open Rates

For display and classified-display ads.

<table>
<thead>
<tr>
<th>Total column inches per ad column inch</th>
<th>Net rate per</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&quot; to 3-1/2&quot;</td>
<td>$20.00</td>
</tr>
<tr>
<td>4&quot; to 80&quot;</td>
<td>$10.50</td>
</tr>
</tbody>
</table>

Local Volume/Bulk Contract Rates

Display and classified-display ads may be combined. Contract must be signed prior to first publication. If contract is not fulfilled or is cancelled, ad space published will be re-billed at the appropriate rate. If total inches exceed contract agreed upon, a rebate adjustment can be credited to advertiser at the end of the contract period. Copy changes allowed during contract period.

Local Volume/Bulk Contract Rates

<table>
<thead>
<tr>
<th>Annual Inches</th>
<th>Net Rate Per Column Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>200-999&quot;</td>
<td>$9.00</td>
</tr>
</tbody>
</table>

Local Frequency Rates

For display and classified-display ads, may be combined. Contract must be signed prior to first publication. If contract is not fulfilled, ad space published will be re-billed at the appropriate open rate. Copy changes allowed during contract period.

Minimum Size: 4 Column Inches Per Issue

<table>
<thead>
<tr>
<th>Ad Frequency</th>
<th>Rate Per Column Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-20 Ads Per Year</td>
<td>$9.50/col inch</td>
</tr>
<tr>
<td>21-30 Ads Per Year</td>
<td>$9.00/col inch</td>
</tr>
</tbody>
</table>

Circulation

During Fall and Spring semesters, the [X]press publishes 10,000 copies per issue, circulated free of charge through 37 news racks on the San Francisco State University campus. Annual subscriptions to the [X]press are $70 (or $40 for one semester).

On-line Media

Banners, skyscrapers, tiles and text links are available for the on-line publication: http://xpress.sfsu.edu
(For standards & guidelines, please check this site: http://www.iab.net/standards/adunits.asp)

Banner: $175 per week (468 x 60 pixels)
Story Level Tiles: $70 per week (300 x 250 pixels)
[72 dpi in RGB color as a jpeg]
Text Link: $35 per week/ $25 per week annual contract
Call our ad office for more on-line rate details.

Mechanics

[X]press is a tabloid newspaper 5 columns wide by 16” deep, printed on recycled #32 newsprint, untrimmed. Photos and art should be set to 300 DPI (dots per inch) and screened at 85 LPI (lines per inch). Adobe PDFs (PDF/X-1a:2001 compliant) are preferred; please email to: ggxads@sfsu.edu

<table>
<thead>
<tr>
<th>Columns</th>
<th>1.80”</th>
<th>4 Columns</th>
<th>8”</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Columns</td>
<td></td>
<td>3.80”</td>
<td>5 Columns</td>
</tr>
<tr>
<td>3 Columns</td>
<td></td>
<td>6”</td>
<td>10 Columns</td>
</tr>
</tbody>
</table>

If PDFs are not available, original artwork may be required, including fonts, images, and graphics. For color ads, please submit color PDFs. For spot color ads, please specify the color(s) needed.

Advertising Policies

Every reasonable effort to assure advertising accuracy will be made, but this publication assumes no guarantee or liability for the accuracy and complete disclosure of any advertisement. We reserve the right to refuse any advertisement and the right to alter copy and/or illustration before publication, if required. Advertisements publicizing grievances against individuals or groups on the basis of personal, racial, religious or sexual prejudices are not acceptable.

As a courtesy, credit privileges for monthly billing may be extended to commercial advertisers upon approval of credit references. These references are required at least ten (10) business days before publication. Prepayment of advertising is required; by check, money order, cash, or online credit card payment (www.sfsu.edu/~bursar). [Mastercard, Discover or American Express cards]

Ads may be prepaid while awaiting approval, but acceptance and publication of advertising does not constitute any extension of credit to either the advertise or advertiser’s agent.
One of the Top Ten Universities for Campus Diversity

- Access to over 32,000 readers of students, staff and faculty via the newspaper, magazine and online publication.

- Having a presence at the city’s 13th largest employer.

- The ability to reach one of the most diverse markets in the Bay Area, with no single ethnicity making up more than 35% of the student population.

Here is a breakdown of campus ethnicity:

- Filipino: 9.5%
- Asian: 22.1%
- Chicano, Mexican American: 9.8%
- Other Latino: 7.7%
- White, Non-Hispanic: 37%
- Pacific Islander: 1.1%
- African American: 6.5%
- All Other: 5.6%
- American Indian: 0.6%
[X]Press Online is the SFSU student-published campus web site of record. Winner of the 2009 California College Media Competition awards for Best Online Multimedia Award. [X]Press Online seamlessly blends streaming audio and video with nationally lauded design to create a unique online experience. Contact the ad manager at ggxads@sfsu.edu to hear how your advertisement can become a part of this popular website today!

Fast and convenient, [X]Press Online offers a variety of advertising opportunities, including:

Section - exclusive banner ads
$175 per week (468 x 60 pixels)

Story-level tiles
$70 per week (300 x 250 pixels)

Text Links
$35 per week/ $25 per week with an annual contract

Advertisements to be placed on [X]Press Online website can be in either a 468x60 pixel banner ad or a 300x250 pixel story-level tile ad. Banner ads and tiles should be sent as a jpeg at 72dpi in RGB color. (Tower ads may be placed upon request).

Marketing Facts:

Over 50,000 viewers visit the award-winning [X]Press Online website every month, and the numbers keep on growing!

Adults 18-24 spend more weekly media time online than with traditional television. (source: Nielsen)
[X]PRESS Magazine is the award-winning student magazine published by San Francisco State University Journalism Department winning the 2008 College Media Competition, 3rd place for Magazine General Excellence. It is published two times each semester. Each issue is displayed on campus newsstands for three months and is distributed to coffee shops around San Francisco and the East Bay.

<table>
<thead>
<tr>
<th>SIZE:</th>
<th>DIMENSIONS:</th>
<th>1X COST PER AD:</th>
<th>4X COST PER AD:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5” x 9.75”</td>
<td>$300</td>
<td>$240</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.5” x 4.8”</td>
<td>$150</td>
<td>$120</td>
</tr>
<tr>
<td>Half Page</td>
<td>3.5” x 9.75”</td>
<td>$150</td>
<td>$120</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.5” x 4.8”</td>
<td>$75</td>
<td>$60</td>
</tr>
<tr>
<td>Back Cover F/P</td>
<td>7.5” x 9.75”</td>
<td>$450</td>
<td>$360</td>
</tr>
<tr>
<td>Inside Front F/P</td>
<td>7.5” x 9.75”</td>
<td>$400</td>
<td>$320</td>
</tr>
<tr>
<td>Inside Back F/P</td>
<td>7.5” x 9.75”</td>
<td>$350</td>
<td>$280</td>
</tr>
<tr>
<td>Double Truck 2F/P</td>
<td>13” x 9.75”</td>
<td>$600</td>
<td>$480</td>
</tr>
<tr>
<td>COLOR CHARGE</td>
<td></td>
<td>$125 (1 color)</td>
<td>$300 (4 color)</td>
</tr>
</tbody>
</table>

**Fall 2010 - Fall and Winter  Spring 2011 - Spring and Summer**

Space must be reserved no later than the 20th day of the month prior to publication. All Advertisers will need an insertion order.

For further advertising information, please contact:

**Eva Charles**
Phone: 415.338.3133
Fax: 415.338.3111
email: echarles@sfsu.edu
Production email: ggxads@sfsu.edu
Policies & Mechanics

Business Policies

All advertising contracts will be automatically renewed without further notice to the advertiser when the initial period of the contract ends unless either party gives notice to cancel. Notice to cancel must be given at least 10 days prior to expiration of the contract period.

Renewal of the advertising contract constitutes acceptance by the advertiser of all terms and conditions of the contract remaining in force, and acceptance of any revisions of the contract rate so long as the advertiser receives notification of such revision.

Advertisements must be paid for in advance. Acceptable means of payment are: check, money order, cash, or credit card (www.sfsu.edu/~bursar) [American Express, Discover or MasterCard only]. As a courtesy, credit privileges for monthly billing may be extended to commercial advertisers upon approval of credit references. These references are required at least ten (10) business days before publication. Ads may be prepaid while awaiting approval, but acceptance and publication of advertising does not constitute any extension of credit to either the advertiser or advertiser’s agent.

Advance payment is required for: all personal (private party) ads; political or partisan advocacy ads; “going out of business” ads; ads without credit approval.

All bills are due and payable upon receipt of notice. Failure to receive tear sheets or affidavits of publication is not recognized as reason to delay payment.

All space reservations must be accompanied by a signed insertion order or contract.

Advertising agencies who place ads and receive statements are acting as agents for their customers. Customers are deemed to have received notices and other documents when these are sent to their agencies. Customers remain responsible for payment of account balances, contract signings and all other liabilities.

Advertising rates may be revised at any time.

Display and Classified Display advertising is published and billed in increments of inches and half-inches in depth. Ad space measuring 14” or more will be billed at 16”.

Customer must contact the advertising department to request billing adjustments for errors in advertisements within 24 hours of publication. Liability is limited to the cost of that portion of space occupied by the error. No additional financial responsibility or liability will be assumed.
Advertising Policies

Every reasonable effort to ensure the accuracy of ads, but the publication assumes no guarantee or liability for the accuracy and complete disclosure of any advertisement.

We reserve the right to refuse any advertisement and the right to alter copy and/or illustration before publication, if required.

Original copy and instructions must be legible and clear for advertising to be accepted.

Advertising must be free of misleading statements used as subterfuge to induce actions, which would not otherwise result from a disclosure of the true nature of the offer. Fraudulent advertising may be punishable by law.

Advertisements publicizing grievances against individuals or groups on the basis of personal, racial, religious, or sexual prejudices are not acceptable.

Advertisements which do not offer employment per se, are not acceptable under the “employment” classification. “Businesses for Sale,” “Work at Home,” and “Business Opportunity” ads are not acceptable.

Advertising which imitates editorial matter must be clearly identified as “Paid Advertising” or “Advertising” at the top of the ad and must have the name and address of the advertiser included.

Political and partisan/advocacy advertising must include the name of the sponsoring group or individual(s). Addresses and phone numbers in the ad must be confirmed prior to publication.

The tender of any advertising by the advertiser or by the advertiser’s agent shall constitute an undertaking by the advertiser and the advertiser’s agent to protect and indemnify San Francisco State University, the Department of Journalism and its employees, and the student publication in which the advertisement appears, against any liability, damages, loss of expense including attorney’s fees and costs and any other loss arising from claims of libel, slander, unfair trade practices, unfair competition, infringement of trademarks, copyrights proprietary rights, trade names or patents, and invasions of violation of rights of privacy resulting from publication of such advertising. Advertiser agrees that advertising is accepted with the understanding that all terms, conditions, and charges related to it are acceptable to the advertiser and/or the advertiser’s agent, and that no contrary or conflicting agreement, oral or written, shall be binding on this publication, the Department of Journalism and its employees or San Francisco State University.