

THE TECH TALK

→————— The student voice of Louisiana Tech University —————←

146 Keeny Hall • P. O. Box 10258 • Ruston, LA 71272
(318) 257-4558 (fax) • (318) 257-4949 (placement) • (318) 257-3201 (billing)
E-mail: techtalkads@latech.edu (placement) • mleblanc@latech.edu (content)
Effective for issues published after September 1, 2008

2010-2011 Advertising Rates and Data

Personnel

Etoya Barner, Advertising Manager
Dr. Reginald Owens, Advertising Adviser
Michael LeBlanc, Production Manager

National Representatives

Campus Media Group, Inc.
Two Appletree Square, Suite 439
Bloomington, MN 55425
Ph: 952.854.3100
Fax: 952.854.3104
www.CampusMediaGroup.com

Alloy Media + Marketing

151 W. 26th St., 9th Floor
New York, NY 10001
(212) 401-0070

Commission & Terms of Payment

Charges/Discounts

The Tech Talk accepts American Express, Discover, MasterCard and Visa credit cards as payment for ads. In accordance with Louisiana Tech University and State of Louisiana policies, a 2% surcharge will be added to all payments made by credit card.

Discounts are available as follows:

- A 2% discount when payment is made at the time an order is placed for an ad.
- A 15% discount when an advertiser places

a single order for an ad to appear in every issue of a quarter.

- A 10% discount when an advertiser places a single order for an ad to appear in three or more issues in one calendar month. This discount is not available for calendar months in which fewer than three issues are published.

- In months with fewer than three issues, The Tech Talk will offer a discount to match any discount the client advertises for Louisiana Tech University students in its ads.

R.O.P. Rates and Rate Policy

Local Advertising

\$6.75 per column inch

Full page\$860.63

Half page430.31

Quarter page215.16

A service charge of 1 1/2% per month (18% annual finance charge) is charged on all accounts 30 days past due.

National Advertising

\$15.73 per column inch

Rate Requirements/Retail Advertising

An advertiser is entitled to the retail display advertising rate when selling exclusively and directly to the public through one or more retail stores owned entirely by the advertiser within the state of Louisiana.

To qualify for a retail rate, an association must:

- Be a bonafide retail association buying and selling as a group and not conceived for the sole purpose of advertising.
- Sell the same category of merchandise through one or more retail outlets directly to the public.
- Offer, in common, all merchandise depicted in the advertisement.
- Have one or more retail outlets within the state of Louisiana.
- Advertise under the association's logotype.
- Agree to accept all billing.

Preprint Rate and Policy

The Tech Talk does not accept inserts.

Group Combination Rates

Not applicable.

Color Rates (Net)

One color	\$90
Two colors	155
Process color	220

Process Separations

Price on request.

Special R.O.P. Units

Standard Advertising Units

Retail and classified advertising accepted in Standard Advertising Units. A.N.P.A. sizes 1-25 available.

Split Run

Not applicable.

Production Information

- We do not accept insertion orders.
- The Tech Talk accepts ads submitted electronically in either JPEG (.jpg) or Adobe Acrobat (.pdf) format. Submission in any other format is done at the advertiser's risk.

Ads submitted electronically should be via e-mail as attachments to techtalkads@latech.edu AND to mleblanc@latech.edu.

- Camera-ready ads must be of a quality acceptable to the advertising and production staff.

Special Days/Pages/Features

Not applicable.

R.O.P. Depth Requirements

See "Mechanical Measurements."

Contract and Copy Regulations

The Tech Talk has no contract rates.

Copy Regulations

- All advertising is subject to approval by the Advertising Manager.
- Alcoholic beverage advertisements are accepted.
- The word "Advertisement" must be printed across the top of any advertisement resembling editorial or news matter.
- The Tech Talk reserves the right to revise or reject, at our discretion, any advertisement which we deem objectionable, whether for subject matter, graphics, phraseology or setup.
- Price comparison advertising that mentions by name a specific store is subject to prior approval by the Advertising Manager.
- All copy is subject to approval by the Advertising Manager.

Author's Alterations

Changes from original copy will be made only when time permits and charged at the rate of \$7.25 a quarter hour plus a \$5 flat charge. These charges will only go into effect after a normal time based on ad size.

Errors

- Allowances for errors are given as monetary credit or reruns.
- The amount of allowance is based on the impact of the error as it affects the entire advertisement.
- Telephone or verbal instructions will not be considered as a basis for adjustment unless these instructions are confirmed in writing by the advertiser before insertion.
- No allowances will be given for the omission of a complete advertisement. The Tech Talk assumes no liability for such an omission.
- No allowance will be given if position requests cannot be honored.

Closing Times

Any copy received after deadline has no guarantee of publication. Final ad deadline is 10 a.m. on the Friday of the week prior to Thursday publication. Final cancellation deadline is 10 a.m. on Friday of the week prior to Thursday publication.

Mechanical Requirements

- The Tech Talk is printed using the offset method. Material submitted for reproduction must be camera-ready artwork or reproduction

SAU (Standard Advertising Unit) Ad Sizes and Prices

1x1	\$6.75	3x13	263.25
1x1.5	10.13	3x14	283.50
1x2	13.50	3x15.75	318.94
1x3	20.25	3x18	364.50
1x3.5	23.63	3x21.25	430.31
1x5.25	35.44	4x5.25	141.75
1x7	47.25	4x7	189.00
1x10.5	70.88	4x10.5	283.50
1x10.625	71.72	4x10.625	286.88
1x13	87.75	4x13	351.00
1x14	94.50	4x14	378.00
1x15.75	106.31	4x15.75	425.25
1x18	121.50	4x18	486.00
1x21.25	143.44	4x21.25	573.75
2x2	27.00	5x7	236.25
2x3	40.50	5x10.5	354.38
2x3.5	47.25	5x10.625	358.59
2x5.25	70.88	5x13	438.75
2x7	94.50	5x14	472.50
2x10.5	141.75	5x15.75	531.56
2x10.625	143.44	5x18	607.50
2x13	175.50	5x21.25	717.19
2x14	189.00	6x7	283.50
2x15.75	212.63	6x10.5	425.25
2x18	243.00	6x10.625	430.31
2x21.25	268.88	6x13	526.50
3x5.25	106.31	6x14	567.00
3x7	141.75	6x15.75	637.88
3x10.5	212.63	6x18	729.00
3x10.625	215.16	6x21.25	860.63

proofs with 85 line screen photographic units.

- Any ad exceeding 18 inches in depth is charged at full depth.

- Standard widths are:

Columns	Inches
1.....	1.792
2.....	3.722
3.....	5.6674
4.....	7.611
5.....	9.556
6.....	11.5

Special Classification Rates

Not applicable.

Classified Rates

Not applicable.

Comics

Not applicable.

Magazines

Not applicable.

Circulation

The Market

Louisiana Tech University is located in Ruston, in Lincoln Parish in North Louisiana. Ruston is a town of more than 20,000 people, and Louisiana Tech has an enrollment of approximately 11,000. Located on I-20, Ruston has easy access to Shreveport, Louisiana, one hour west, and Monroe, Louisiana, 30 minutes east, Jackson, Miss., two hours east and Dallas, Texas, four hours west.

Marketing research studies of The Tech Talk conducted by the College of Administration and Business show The Tech Talk with a readership well into the 90% range over the years.

Display Advertising Specifications

6 column format
1.792 inch column
1/8 inches between columns
21 1/4 inch page height
7/6 inch gutter

2010-2011 Publication Schedule

SEPTEMBER 2010

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 2010

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 2010

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				

DECEMBER 2010

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	

JANUARY 2011

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 2011

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					

MARCH 2011

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		

APRIL 2011




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

MAY 2011

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				

All publication dates are scheduled around the university calendar.

2010 Tech Talk Summer edition publishes June 17, 2010 • Bulldog Survival Guide publishes September 3, 2010 • *Friday publication due to MLK holiday

 Holiday
  Beginning of Quarter
  End of Quarter

THE TECH TALK

P. O. Box 10258
Ruston, LA 71272

Non-Profit Organization
BULK RATE
U. S. Postage Paid
PERMIT NO. 104
Ruston, LA 71272