Sizes and Pricing

broadsheet

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimension</th>
<th>Column Inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>6 col x 21”</td>
<td>126.0</td>
</tr>
<tr>
<td>Half page (H)</td>
<td>6 col x 10.5”</td>
<td>63.0</td>
</tr>
<tr>
<td>Half page (V)</td>
<td>3 col x 21”</td>
<td>63.0</td>
</tr>
<tr>
<td>1/4 page (H)</td>
<td>3 col x 10.5”</td>
<td>31.5</td>
</tr>
<tr>
<td>1/4 page (V)</td>
<td>6 col x 4.75”</td>
<td>31.5</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3 col x 5”</td>
<td>15</td>
</tr>
<tr>
<td>2x5</td>
<td>2 col x 5”</td>
<td>10</td>
</tr>
</tbody>
</table>

1 col = 1.55”
2 col = 3.22”
3 col = 4.88”
4 col = 6.55”
5 col = 8.22”
6 col = 9.88”

Open Rate $8.40 pci (per column inch)
This local rate applies to all San Marcos and statewide businesses.

Non-Profit $7.90 pci
This rate applies to campus, government departments, and offices, city and chamber of commerce offices, public colleges and universities, religious organizations and recognized 501-c3 organizations.

Agency $11.40 pci
This rate applies to all out-of-state businesses and advertising agencies.

Front Page Ad Contract $200/day
Business Card Contract
10 business card size ads for $250

Crossword Puzzle $150/day
Sponsor the crossword puzzle and receive a 3x1 size ad. Sponsorships are first-come, first-serve and do not apply to other contracts or deals.

Print Ad Placement
The Star will honor position requests when possible. Guaranteed placement will require an additional 10 percent.

Deadlines: For Monday publications, space reservation and artwork by noon on prior Thursday.
For Thursday publications, space reservations and artwork by noon on prior Monday.

Texas State Student Publications • 601 University Drive, 101 Trinity Bldg • 512.245.3487 • www.universitystar.com
more pricing info

Frequency Contract Rates

<table>
<thead>
<tr>
<th>TOTAL INCHES</th>
<th>NON-PROFIT</th>
<th>LOCAL</th>
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</thead>
<tbody>
<tr>
<td>250</td>
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<tr>
<td>450</td>
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<tr>
<td>650</td>
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<tr>
<td>850</td>
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<tr>
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</tr>
<tr>
<td>2050</td>
<td>$2.90</td>
<td>$3.40</td>
</tr>
</tbody>
</table>

Color Charges

Color charges are in addition to the cost for black and white space. Color deadlines are the same as standard space reservations. Due to print limitations, some color ads may be placed on the same page as other color ads. Ads submitted for publication must be in CMYK format.

For full process color, an additional $175 will be included in the total cost of the ad.
For spot color, an additional $70 will be included in the total cost of the ad.

Above costs are for one publication day.

Inserts:

$60/m
Minimum order 3000;
Maximum 6000

Send to:
New Braunfels Herald-Zeitung
Attn: The University Star
(Insertion date written in)
1342 Industrial Drive
New Braunfels, TX 78130

Classifieds

25 cents per word (1-6 days)
20 cents per word (7+ days)
Email your ad and contact info to starclassifieds@txstate.edu

Not Just Print Options

Interested in becoming a KTSW sponsor? Take a look at our different sponsorship packages available at ktsw.txstate.edu and feel free to contact ktswsales@txstate.edu or Kelsey Nuckolls at kjn16@txstate.edu for more information.
**STANDARDS & POLICIES**

We reserve the right to reject advertising that we consider objectionable. This includes advertisements that discriminate based on the grounds of race, color, sex, age, religion, national origin or disability, and advertisements for products, services, or promotions that are illegal in the state of Texas. Ads may be refused, edited, and discontinued at any time without prior notification. All advertising is subject to review by the student staff with advice from the Advertising Coordinator. Should it be necessary, a student review will determine if the advertisement meets the standards of acceptability for The Star. The advertisers or agency agree to assume full and complete responsibility and liability for the content (which includes text representation, illustrations, photographs and copyrights) for any ads placed in The Star. We will not print news stories, pictures, or free notices as part of any advertising arrangement. Any ads that are designed to resemble news matter will be labeled accordingly. All political and cause advertisements must carry the information required by law (e.g., Paid Political Committee for John Doe, Treasurer). All political ads will receive the Local Rate and must be paid in advance. The Star provides free ad design services for our customers. Composition, artwork, and photography produced by The Star becomes the property of The Star and may not be used or reproduced in any other publication or medium without the consent of the Advertising Coordinator. Please call to request that a copy of your ad be sent to another publication and to inquire about compensation rates. Proofs will be provided, on request only, for ads that are created by The Star. Proofs will befaxed or e-mailed as a PDF. Please make any needed corrections and return by the deadline given for quick turnaround. If changes are needed, another proof will be provided, if requested. Make goods or price adjustments will be considered only for errors that were our fault and for which corrections were given by deadline, and that lessen the effectiveness of the total ad message. Make goods or price adjustments for errors cannot exceed the original cost of the ad. The Star will be responsible for only the first insertion of incorrect copy. It is the responsibility of the advertiser to notify us within 5 business days of an incorrect ad. We will not adjust the price of an ad for simple typographical errors or misprints that do not lessen the value of the ad. The Star assumes no responsibility for the exclusion of any ad, or for any error above the actual value of the actual space occupied by such error. The Star is not responsible for errors in ads that are submitted after deadline, when the customer has approved a proof, or when the customer has provided copy containing errors. Advertising is rarely accepted later than the stated deadlines. Late copy is accepted only if space is available and with the understanding that we will not provide a proof and will assume no responsibility for errors in advertising. You may cancel your ad prior to deadline at no charge, but after deadline, we will have to charge you 50% of the ad’s space. If an ad that has been paid for in advance is cancelled before deadline, a credit to the account, rather than a refund, will be given. Daily issues, Back to School Special Issues, and Orientation Special Issue are broadsheet sized. Rates, terms and policies are subject to change with 30 days notice.

**PAYMENT TERMS**

All advertising rates are net and non-commissionable. All advertising must be paid in advance unless billed status has been established with The Star. Political, entertainment based, and transient advertisers will always be required to pay in advance. The Star reserves the right to require prepayment in advance, or to cancel billed status at any time if the advertiser’s account is not current. A finance charge of 1.25% per month will be added to balances older than 30 days. The Star reserves the right to cancel the ads of accounts that are past due and to cancel or suspend billing status. New ads will not be allowed until payment is made in full for the past due amount. If we employ the services of attorneys or an outside collection agency in order to assist with payment collection the additional charges will be added to the total due. Visa, MasterCard, American Express and Discover, cash, check and money order are acceptable methods of payment. Campus accounts must provide cost and fund information at the time of ad placement.