

Since its founding in 1875, Indiana University of Pennsylvania has progressed and evolved to match the changing needs of those it serves. Today, IUPUI has a diverse, vibrant, research-based, and student-centered community comprising distinguished faculty members and more than fourteen thousand undergraduate and graduate students from across the nation and around the world. Consider the extensive choices and resources of the fifth-largest university in the state and the most comprehensive in the region. IUPUI offers more than 140 undergraduate degree programs, a nationally recognized honors college, and more than seventy graduate programs, including numerous doctoral programs. IUPUI's faculty members are fully engaged in a variety of research projects and community service. Students enjoy a supportive learning environment that prepares them for productive and meaningful lives of leadership, service, and distinction. IUPUI alumni include Nobel Prize winners, Pulitzer Prize winners, and other faculty members who have been recognized by numerous learned societies for dedication to their respective fields. As a result, the university has an alumni body that includes leaders in business, industry, government, and public service. IUPUI alumni include the CEO of Sofosha, the CEO of Exxon-Mobil Exploration, numerous school district superintendents, several college presidents, and a member of scientists and manufacturers who hold patents. For example, Chad Hurley went home, and then he invented YouTube.

The Penn

INDIANA UNIVERSITY OF PENNSYLVANIA
ADVERTISING MEDIA KIT 2011 - 2012

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ABOUT US

Since 1926, The Penn has been the student-run newspaper of the Indiana University of Pennsylvania. Now, in its 85th year of publication, The Penn continues to serve the lucrative IUP market consisting of over 16,000 students, faculty and staff. The Penn is distributed to high traffic locations throughout the entire campus every Tuesday and Friday during the academic year.

Advertising opportunities for the 2011-2012 school year include display and color advertising, premium display space, classified advertising, inserts, web advertising on our site at <http://www.thepenn.org>, and participation in one of our many special issues.

SCHOOL INFORMATION

Frequency:	2x Weekly
Days Published:	Tuesdays & Fridays
Circulation:	4,000
Readership:	16,000
School Enrollment:	15,126
School Location:	Indiana, PA
Metro Area:	Pittsburgh, PA
Summer Issues:	No
4 Col Ads Accepted:	Yes
Format:	5 Column Tabloid
Full Page Size:	5 col (10.25") W x 11.0" H
Column Widths:	1.) 2.0" 2.) 4.0" 3.) 6.0" 4.) 8.0" 5.) 10.25"
School Type:	4-Year Public
Highest Degree:	Doctorate
11-12 In-State Tuition:	\$8,361
11-12 In-State Student Expenses:	\$19,995
Most Popular Bachelor's Degree(s):	Business/Management, Social Sciences
Most Popular Master's Degree(s):	Education, Business/Management
Male/Female Ratio:	45% M / 55% F
On Campus Housing Y/N:	Yes
Ethnicity:	Percentage
White:	76%
Black:	11%
Hispanic:	2%
Asian/Pacific Islander:	1%
American Indian:	0%
Unknown/Other:	9%

DISPLAY ADVERTISING

Color Rates

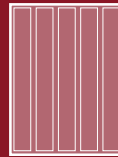
Description:	1 Color	2 Colors	3 Colors	CMYK (Process, 4-color)
Rate:	\$50.00	\$110.00	\$140.00	\$180.00

Size Restrictions

- Minimum size of 1 column inch.
- Ads more than 8.0" in height will be billed at the full page height of 11".



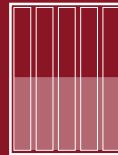
MODULAR SIZES AND RATES (BLACK & WHITE)



Full Page

5 col (10.25") W x 11.0" H

PCI



Half Page Horizontal

5 col (10.25") W x 6" H

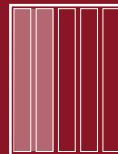
PCI



Half Page Vertical (Large)

3 col (6.0") W x 11.0" H

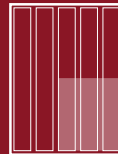
PCI



Half Page Vertical (Small)

2 col (4.0") W x 11.0" H

PCI



Quarter Page Vertical

3 col (6.0") W x 5.0" H

PCI

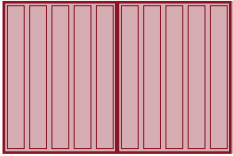


Quarter Page Horizontal

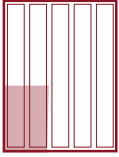
5 col (10.25") W x 3" H

PCI

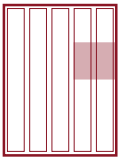
PREMIUM RATES & SIZES (BLACK & WHITE UNLESS OTHERWISE NOTED)



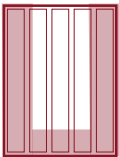
Double Truck (Inside Spread)
10 col (20.5") W x 11.0" H
Charge PCI



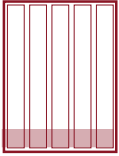
Page 2 Sponsorship
2 col (4.0") W x 5.0" H
\$90.00



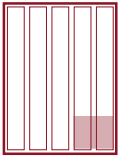
Sudoku/Crossword Sponsorship
2 col (4.0") W x 2.0" H
\$35.00



U-Shape Single Page
Left side of page 1 col (2.0") W x 11.0" H
plus center 3 col (6.0") W x 2.0" H
plus far right column 1 col (2.0") W x 11.0" H
(total width across bottom 10.0")
\$275.00



Front Page Ads
Ad Sizes: 5 col (10.25") W x 1.5" H
Page 1 — \$300.00
Life & Style/Sports — **\$200.00**
All front page ads in full color!



Bottom Right Thumb (On Available Page)
2 col (4.0") W x 3.0" H
\$65.00

*All premium display subject to availability.



OPEN RATES

Local Open Rate:	\$7.65/pci	I-Card Open Rate:	\$5.65/pci
Local Classified Rate:	\$8.30/pci	I-Card Classified Rate:	\$6.35/pci
Page 4 Rate:	\$8.30/pci		

VOLUME RATE CONTRACT DISCOUNTS

Volume Contracts*

Column Inches:	200	401	501	701	901	1101	1501
PCI Rate:	\$6.75	\$6.45	\$6.15	\$6.00	\$5.85	\$5.75	\$5.65

*Volume rate discounts do not apply to color, classifieds, inserts or web ads.



CLASSIFIED ADVERTISING

Open Rate 1-2 Issues • 35¢/word/day
Open Rate 3 or more Issues • 30¢/word/per day
10+ issues • 25¢/word/day
I-Card Rate • 20¢/word/day
Website Placement • \$3/issue
Add a photo/logo • \$3/issue
Add a line border • \$2/issue

PAGE 1 STICKER

Front page sticker — \$300.00
Please call Advertising Director Luke Helsel
at 724-357-1306 for more information.

INSERT QUANTITIES AND RATES

Min Size: (4.0") W x 6.0" H
Max Size: (11.0") W x 17.0" H

Min Pages:	1	3
Max Pages:	2	24
Rate (per 4,000 copies):	\$175.00	\$275.00

Please send a PDF of the insert to: penn-ads@iup.edu
for content approval prior to shipping actual materials.

The Indiana Gazette,
899 Water Street
Indiana, PA 15701
RE: PENN Insert (date of insert)

Inserts must arrive at above address a minimum of one week prior to run date.

ONLINE ADVERTISING

Size (In Pixels)	Rate Per Week
Rectangle, 300 x 250	\$80.00
Skyscraper, 120 x 600	\$65.00
Small Horizontal Banner, 468 x 60	\$50.00

- Send finished art/ad to: penn-ads@iup.edu
- Please provide a click-through url
- .jpg, .gif, animated .gif and .swf files.

<http://www.thepenn.org/>



BASIC CREATIVE REQUIREMENTS

- PDF with all fonts embedded
- InDesign with all images and fonts
- EPS file with all fonts embedded
- All images should be 200-300dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

DEADLINE AND CONTACT INFORMATION

Space and material deadline for display advertising for Friday issues is 2:00 p.m. on Tuesdays and 2:00 p.m. Fridays for Tuesday issues.

For example, if your ad is running on Friday, September 24, your artwork and space reservation is due Tuesday, September 21, by 2:00 p.m..

For more information, please contact Luke Helsel, Ad Director of The Penn or Alicia Kotzmoyer, Business Manager of The Penn.

Payments should be made out to The Penn and mailed to: The Penn, 319 Pratt Drive, Rm. 235 or to pay by credit card call The Penn at 724.357.1306. Accepted card types are Mastercard and Visa.

All information subject to change at anytime.

PUBLICATION SCHEDULE

Fall 2011

August 29 - Welcome Back Issue
September 9
September 13 - New Student Issue.
September 16
September 20
September 23
September 27
September 30 - Homecoming Issue
October 4
October 7
October 11
October 14
October 18
October 21
October 25
October 28 - Halloween Issue
November 1
November 4
November 8
November 11 - Basketball Issue
November 15
December 2 - Holiday Issue
December 6
December 9 - Finals Survival Issue

Spring 2012

January 27 - Welcome Back Issue
January 31
February 3
February 7
February 10
February 14 - Valentine's Issue
February 17
February 21
February 24
February 28
March 2
March 6
March 23
March 27
March 30
April 3
April 13 - Spring Issue
April 17
April 20
April 24
April 27 - Finals Survival Issue

Academic Calendar

<http://www.iup.edu/academiccalendar/default.aspx>

ADVERTISING POLICIES

The advertising policies are an agreement between The Penn, hereinafter referred to as the Publisher, and the advertiser, when the advertiser places either a display, classified or online ad in The Penn. It is expressly understood that each advertising policy and the policies stated in The Penn advertising contract are in effect with each ad placement regardless of contract status or medium.

1. One column inch is the smallest size advertising accepted. Ads exceeding 8 inches in depth will be billed for the entire column (11 inches). Ads exceeding 39 column inches will be charged for the entire page (55 column inches).
2. Ads may be disguised as editorial matter but must be clearly identified "Advertisement", at the top or the ad, as required by law.
3. All political advertisers must identify sponsor or sponsoring organization, must be pre-paid in cash or credit card and bear the words "Paid Political Advertisement."
4. The Publisher reserves the right to revise advertising rates. All orders and/or contracts are subject to this reservation.
5. The Publisher reserves the right to refuse, edit, classify, reduce or reject at any time any advertisement, ad copy, photo or illustration for any reason, including past due balances on account.
6. All new accounts must pay in advance until credit is established.
7. Political and transient advertisers must prepay for all advertising.
8. In the event of any error or omission in printing or publication of an advertisement, the Publisher's liability shall be limited to an adjustment of the cost of the space occupied by the error with the maximum liability being the cancelation of the cost of the incorrect advertisement. Publisher's liability is limited to ads published in the paper. Under no circumstances shall the Publisher be liable for consequential damages of any kind, including attorney's fees and court costs arising from any and all claims for libel, copyright infringement, or any other claim resulting from the publication of advertiser's advertisement.
9. Make good/credit/adjustments will only be considered where errors occur in the following: business/group name; address or phone number; item price; date; time; or place or event. The error must be solely the fault of the Publisher. Adjustment will not exceed the cost of the advertisement and will be based on the portion or the advertisement nullified by the error. Minor spelling errors will not qualify for adjustment. Requests must be registered to the Publisher's business manager within 48 hours of publication to qualify for any adjustment, otherwise, the advertiser accepts full responsibility. Any credit will be determined and extended by the Publisher's business manager. Credit taken by advertiser, when not extended by Publisher's business manager, for any reason, will not be recognized by Publisher.
10. The Publisher is not responsible for any printing errors beyond its control or for errors not caught by the advertiser when the ad is approved.
11. The Publisher will not run ads with profanity or profane gestures.
12. The Publisher shall not knowingly accept any advertisements which are fraudulent, misleading, inaccurate, incite violence, promote academic dishonesty, are obscene or libelous, or cast aspersion on individuals or groups on the basis of race, religion, sexual preference, national origin, age, physical disability or other discriminatory grounds.
13. The Publisher accepts ads for bars, nightclubs and alcoholic beverages. All ads featuring alcohol must carry the disclaimer reading "Must be 21 years of age or older".
14. Cancellation(s) of an inserted advertisement(s) after the advertising deadline will result in the advertiser being charged at the insertion charge of space originally ordered, as if the ad had run.
15. The Penn display and online ad order forms must be signed by the advertiser.
16. Corrections for display ads must be submitted to the publisher by 2:00 p.m., the day prior publication. Copy changes will not be honored after deadline.
17. Advertisements provided by advertiser, including copy and all ad art, must be provided publisher by 2:00 p.m. deadline or the ad will not be published as scheduled.
18. Advertisements provided by advertiser must comply with minimal production specs, or the ad will not be published as scheduled.
19. If payment in full is not received by the end of the month following the month of publication, it is expressly understood that the Publisher may consider the advertising contract and all other discounts to be null and void and charge the advertiser at the open rate for future advertising.
20. Accounts are payable within 30 days of billing date. A surcharge of 1.5% will be assessed to the accounts that have not paid within 30 days.
21. The Publisher will not publish ads from accounts falling 60 days past due, until balance is paid in full.
22. Accounts 60 days past due will be referred for collection to Dun and Bradstreet's Receivable Management Service.
23. A \$35.00 charge will be added for each NSF or any uncollectable check submitted for payment.
24. The back page and/or page 3 may be reserved with a \$35.00 charge, when available. These pages will be reserved on first come, first serve basis. The back page and/or page 3 can only be reserved with a full page (55 inches) ad.
25. The Publisher cannot guarantee placement on any page other than a back page or page 3 reservation without a pre-existing, pre-paid, contractual agreement.
26. The page 2 ad may be reserved on a first come, first serve basis. The charge for the Page 2 ad is a flat rate, not subject to bulk rate pricing.
27. Penn online banner and button ads are sold on a first come, first serve basis. The charge for banner and button ads is a flat rate, not subject to bulk rate pricing.
28. The I-Card rate applies only to IUP students, The Student Cooperative Association, Recognized IUP organizations and IUP departments. Student owned businesses are eligible for the I-Card rate only upon the condition that the owner is an IUP student and offers proof he/she carries no less than six credits per semester at time of ad placement.
29. It is expressly understood that in the event that the Publisher must take legal measures against any advertiser due to an outstanding balance, that advertiser will be responsible for collection fees, including all attorney's fees. Furthermore, Publisher may collect interest above the Pennsylvania statutory rate of 6%.
30. It is expressly understood that placement of advertising by Advertiser constitutes acceptance of all Advertising policies of and by Publisher.