

The Spectrum

2009-2010

Rate Card
<http://spectrum.buffalo.edu>

Suite 132 Student Union
 State University of New York at Buffalo
 Box 602100, Amherst, NY 14260
 Ph: (716) 645-2152 • Fx: (716) 645-2766
 E-mail: spectrum@buffalo.edu

•**The Spectrum Student Periodicals, Inc.** is the State University of New York at Buffalo's student newspaper. It was established in 1950 to provide the campus with an objective publication. **The Spectrum** is the largest paper in the SUNY system and is a major source of information for students, faculty, and staff.

•**The Spectrum** has a **circulation of 10,000**, and is distributed for free on Monday, Wednesday and Friday. Its direct distribution to university administration, classrooms, and residential buildings makes **The Spectrum the most effective and cost efficient** way to reach the campus population.

Payment & Credit Policies

•**The Spectrum** gladly accepts MasterCard, Visa, personal checks, money orders, and cash for payment. Returned checks will incur a \$20 fee.

Billing & New Accounts:

- Pre-payment is required on all new or specially designated accounts until credit is established.
- Invoices are mailed out on a daily basis. Full payment of an invoice is expected within 30 days of the invoice billing date.
- A charge of 1.5% per month will be added to outstanding accounts.
- Advertisements will not be accepted from any advertiser whose account is 45 days or more past due.
- There is a 5% pre-payment discount available. This does not apply to new or special accounts.

Copy Guidelines

•**The Spectrum** is not responsible for incorrect copy submitted by the advertiser, or any errors which do not lessen the value of an advertisement. Billing adjustments will be made by the Business Manager based on how much the error detracts from the effectiveness of the advertising message. **The Spectrum's** liability for an error shall be limited to that portion of the advertisement effected by the error. Such an error will not be considered unless the Business Manager is notified of the error before the next insertion of an advertisement. In the event of non-publication of copy furnished by an advertiser, **The Spectrum** will not be liable for any loss or damage incurred.

- **The Spectrum** reserves the right to refuse any advertising that is believed to be false, or in poor taste.
- **The Spectrum** reserves the right to edit any advertising.
- All advertising is subject to the approval by **The Spectrum** management (including classifieds).

Deadlines

- **Display:** 12pm 2 business days before issue day.
- **Classified:** 2pm Monday, Wednesday, Friday for next edition.

Display Advertising

- **Open Rate:** \$7.50 per column inch (2" x 1")
- **Volume Rate:** Discounted rate available for purchasing bulk advertising space. Volume contracts are good for the semester they were purchased in. See chart below.

Minimum Column inches	Cost per Column Inch	Savings
70	\$7.25	\$17.50
100	\$7.15	\$35.00
200	\$6.90	\$120.00
300	\$6.70	\$240.00
400	\$6.50	\$360.00
500	\$6.45	\$525.00

Additional Options:

- PDF Files can be sent to spectrum@buffalo.edu.
- Color is available in Full color or Spot color. Position can not be guaranteed due to the use of color only on certain pages.
- Full/Spot Color: Additional 30%
- Placement/Position: Additional 25%

Classified Advertising

• Daily rates are \$4.00 for the first 10 words, and \$.25 for each additional word. Weekly rates (3 consecutive issues) are \$10.00 for the first 10 words, and \$.75 for each additional word. E-mail and web address count as 2-3 words depending on length. Classifieds are accepted in person or by mail. All classifieds must be paid in advance.

National Advertising

• **National Ad Rate:** \$12.45 per column inch

• The national advertising rate applies to, and is commissionable to advertising agencies. All national display advertising placed by **The Spectrum's** national representatives will be billed directly to the representative.

Inserts

- \$100 per thousand
- A sample of the insert must be sent to the Business Manager 2 weeks prior to the distribution for approval. Inserts must be shipped directly to the printer and arrive at least one week prior to distribution.

Send inserts to: Buffalo News Press
 Attn: Mike Hineman
 200 Broadway
 Buffalo, NY 14204
 716-852-1600

Personnel

- | | |
|--------------------------|---------------------------------|
| Stephen Marth | Editor In Chief |
| Debbie Smith | Business Manager |
| David Vogt | Advertising Manager |
| Helene Polley | Administrative Assistant |
| Christopher Lonzi | Advertising Designer |