

iindependent

Advertising Rates - Spring 2008

Print

Full page, back cover (8.5" x 11")	\$500
Full page, inside (7.25" x 10")	\$400
Half page (7.25" x 5")	\$220
One-third page, whole column (2.306" x 10")	\$145
Quarter page (3.542" x 5")	\$115

Online

Tower ad (160 pixels by up to 500 pixels)	\$35/month
Text (10-20 words)	\$10/month

Online ads are 50% off when simultaneously run with a print ad. For example, with a print ad purchase in April, you can purchase a tower ad to be run online for \$17.50 for the month of April.

Print ads can be in .pdf, .jpg, or .tif formats in CMYK color with a minimum of 200 pixels per inch. All ads are run in full color on bright white paper stock in a minitab format magazine (8.5" x 11").

About Us

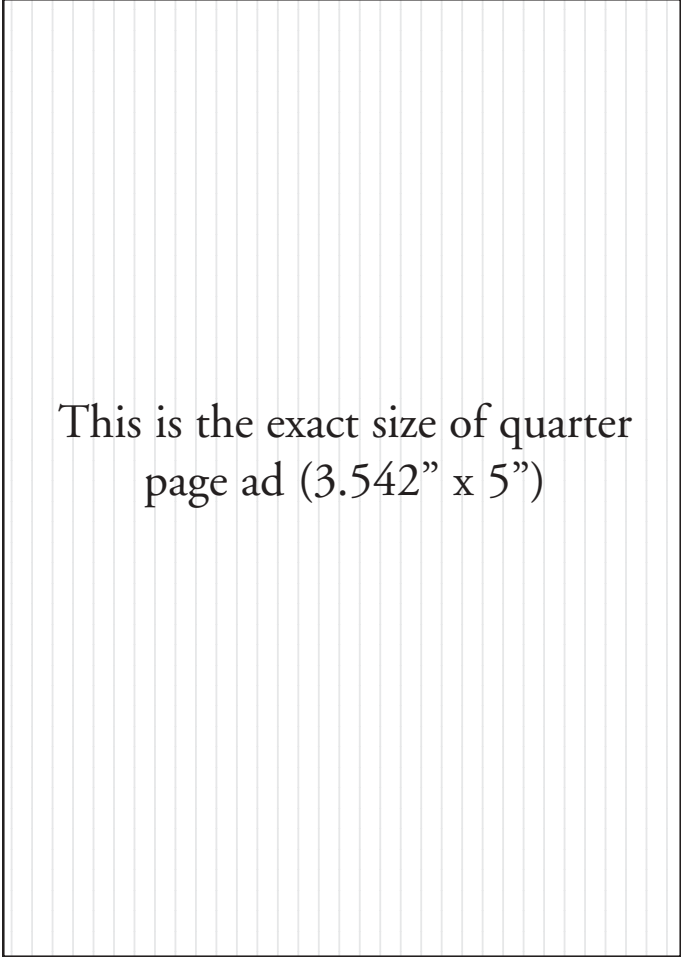
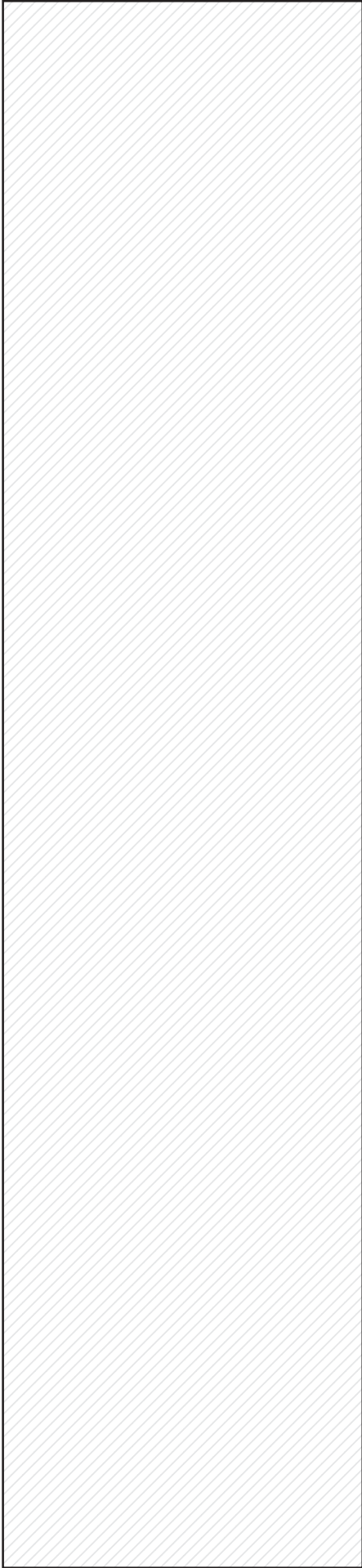
The Independent started publishing online in the fall of 2006 to provide an additional venue for students at UTSA, a campus of over 27,000 students at two campuses. *The Independent Monthly* begins its first run in the spring of 2008 with an initial run of 3000 copies that will have a staggered release throughout the month.

The Independent Monthly is an opportunity to reach our audience more directly. *The Independent* built its core of fans on the strength of word of mouth, and the print publication is a chance to build beyond that base.

This is the exact size of a full-page ad inside (7.25" x 10")

This is the exact size of a half-page ad (7.25" x 5")

This is the exact size of a one-third page ad
(3.206" x 10")



This is the exact size of quarter
page ad (3.542" x 5")

The independent Advertising Agreement

Student News Media
c/o Student Activities
One UTSA Circle
San Antonio, TX 78249

Advertiser _____ Phone _____
Address _____ Fax _____
E-mail _____

Run Date:

Ad(s):

Total:

TERMS AND CONDITIONS

- A. Publisher reserves the right to accept or reject any advertisement.
- B. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and Publisher may so label such copy.
- C. In the event of errors in or omissions of any advertisement(s), including those caused by force majeure, Publisher's liability shall not exceed the value of the advertisement that was run.
- D. All issues relating to advertising will be governed by the laws of the State of Texas. Any action relating to advertising must be brought in the state or federal courts in Bexar County, Texas and the parties hereby consent to the jurisdiction of such courts.
- E. Advertiser agrees to pay the rate given above prior to publication.
- F. Unless expressly agreed to in writing signed by Publisher, no other terms and conditions in insertion orders, copy instruction, letters, or otherwise will be binding on Publisher.

Advertiser's signature _____ Date _____
Printed Name/ Title _____

Staff Member's Signature _____ Date _____
Printed Name/ Title _____

Accepted by Business Manager on _____