

100  
*Years*

1910-2010

BGSU.

# [ THE **BG** NEWS ]

## Rate and Publication Schedule 2010-11

Offering effective print,  
Internet, mobile and social  
marketing solutions to reach  
the BGSU student market.

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Reach your  
full business potential !



# BG NEWS



## Rate and Publication Schedule 2010-11

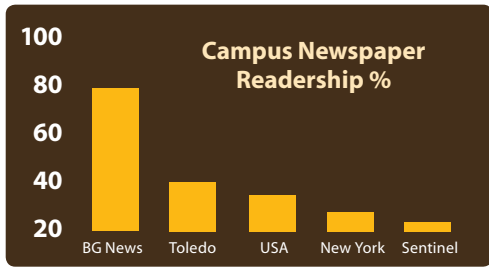
### The BG News Delivers Results...

“The BG News plays a major role in Qdoba’s overall marketing strategy. It has provided us incredible access to our target market - BGSU students, faculty and staff, and the BG community. The student staff has offered us high energy and fresh ideas with a great level of professionalism.”

**Lameice Kenny**  
Owner, Qdoba Mexican Grill

## Circulation

- 7,000 daily. Monday through Friday plus select Special Editions. Distributed free to 50 on-campus and 85 off-campus locations.



## Readership Buying Power

- 64% of students have credit cards in their names.
- 51% of students have a job while attending BGSU.
- 92.5% of students have access to an automobile in Bowling Green.
- 55.5% of undergraduate students live off-campus; 44.5% live on-campus.
- Average age of all students is 21.
- 76.6% of BGSU students make at least two trips to Toledo a month.

## Monthly Expenditures

- 1.1 million on clothing
- \$950,000 on entertainment
- \$800,000 on personal care
- \$2.5 million on groceries

“We needed to create more floor traffic for our client in Bowling Green, so I decided to give BG News a try. After only 30 days, based on the results, we added BG News to our client’s advertising budget. Five years later, we continue to be pleased with the results. In a very fragmented media world I can say it pays to advertise in BG News.”

**Bob Huey**  
Advermerica LLC

A 2008 major national study on newspaper readership by Alloy Media and Marketing found that 53% of students polled, read three or more of the last five campus newspapers.

Of nearly 2,500 students polled in 2008 by the Student Union on how they learned about upcoming events, 50% said it was through the BG News, the top means outside word of mouth.

## The BGSU Market

Represents more than half of the entire population of the City of Bowling Green.

Total Campus Population..... 24,021

Full Time Students .....	83%
Undergraduate Students .....	17,827
Graduate Students.....	3,148
Faculty & Staff.....	3,046

Males..... 43%  
Females..... 57%

\*Research led by Marketing Research 320, College of Business Administration, Marketing Department, Bowling Green State University



## General Policies and Conditions

- Position requests accepted but not guaranteed.
- All advertising is subject to approval by *The BG News*. No advertisement will be accepted that is discriminatory, degrading or insulting on the basis of race, creed, sex or national origin.
- All questions relative to charges or credits must be directed to the Advertising Manager. Adjustments by sales representatives are not authorized and will not be honored unless approved in advance.
- The BG News will not be responsible for typographical errors except to cancel charge for such portion of the advertisement as may have been rendered valueless by such typographical error. Local advertisers must make notice of display errors by 4 p.m. before the second insertion. Out of town advertisers must make notice of errors upon receipt of tearsheets. Classified errors must be reported before the third insertion for credit to be considered.
- Advertisers will be charged the full price for ads cancelled after deadline. The BG News will not be liable for changes made by advertisers after deadline.

## Commission and Terms of Payment

- All rates are NET. No Cash discounts.
- All advertisers who are not affiliated with the University and have not previously applied for and been granted credit by the University Bursar must prepay all orders. Accounts that are pending credit approval must place their orders on a cash-with-copy basis. Accounts 30 days in arrears are assessed a late penalty. Delinquent accounts will be referred to University legal counsel and collection representatives. All political advertising must be prepaid.

## Contract and Copy Regulations

- Volume contracts for ROP are signed on an academic year basis. All contracted column inches must be used by the last edition of the academic year for which the contract is signed, otherwise the advertiser will be charged the balance. If advertisers exceed their contract, they will continue to be charged at the contract rate.
- Preprint contracts must be used by the end of the academic year.
- NO contracts will be extended for any reason.

## Color Rates

### Spot Color

- One color and black (per page) . . . . . \$125.00

### Process/ 4 Color

- Quarter page ad or less . . . . . \$75.00
- Quarter to half page ad. . . . . \$125.00
- Half to full page ad. . . . . \$200.00

# BGSU CAMPUS CASH

## Mobile Business Solutions

Ask your account executive about adding BGSU CampuCash to your marketing strategy.

BGSU CampusCash offers:

- Year around Online business listing that you control/update
- Mobile marketing
- Email Marketing through online newsletter advertising and targeted email messages.



## BGVIEWS.com Online Advertising

*Over 150,000 views per month*

Approximately 5,000 per day throughout the academic year

### AD PLACEMENT OR LOCATION

**Ad size:** (in pixels) **Rate:** (per week/month)

**300 x 250 pixels** ..... \$150/\$500  
Medium Rectangle

**728 x 90 pixels** ..... \$200/\$650  
Top Banner Ad - Leaderboard

**300 x 50 pixels** ..... \$100/\$300  
Mobile Banner Ad

### CLASSIFIED ADS

BG News classified ads are listed on the website at no extra charge. Not held responsible for occasional technicalities resulting in non-publication of online ads.\*

Call the BG news Advertising office for more information. (419) 372-2605



The BG News is printed in broadsheet format; 6 columns per page, 21 inches high, 1 column inch = 1.833" x 1"

## ROP/Preprint Rate Information

### National Advertising ROP Rate

\$9.40 per column inch NET

### Local Retail Advertising ROP Rates

Open Rate .....	\$8.70
Column inch rate per ad:	
3-16 .....	\$8.70
16 1/2" -31 .....	\$8.50
31 1/2" -62 1/2" .....	\$8.40
63-126 .....	\$8.25

### Breakdown by Column Inches

(Non-contract) (Ad depths accepted in full and half inch increments only 3 column inch minimum)

3 .....	\$26.10	18 .....	\$153.00
4 .....	\$34.80	19 .....	\$161.50
5 .....	\$43.50	20 .....	\$170.00
6 .....	\$52.20	21 .....	\$178.50
7 .....	\$60.90	22 .....	\$187.00
8 .....	\$69.60	23 .....	\$195.50
9 .....	\$78.30	24 .....	\$204.00
10 .....	\$87.00	25 .....	\$212.50
11 .....	\$95.70	26 .....	\$221.00
12 .....	\$104.40	27 .....	\$229.50
13 .....	\$113.10	28 .....	\$238.00
14 .....	\$121.80	29 .....	\$246.50
15 .....	\$130.50	30 .....	\$255.00
16 .....	\$139.20	31 .....	\$263.50
17 .....	\$144.50		

1/4 page.....	31 1/2"	\$264.60
1/2 page.....	.63"	\$519.75
Full page .....	126"	\$1039.50

## Local Display Accounts

### Consecutive Runs Within the Same Week

First ad regular price. Run the same ad for 2, 3, 4 or 5 consecutive publications, within the same week, and receive discount rates. Consecutive ads must run within the same calendar week. No other discounts apply.

2 CONSECUTIVE ISSUES .....	10% off 2nd ad
3 CONSECUTIVE ISSUES .....	15% off 2nd & 3rd ads
4 CONSECUTIVE ISSUES .....	20% off 2nd, 3rd, & 4th ads
5 CONSECUTIVE ISSUES .....	25% off 2nd, 3rd, 4th, & 5th

## Volume Contracts

Signed on a yearly basis. "Contract & Copy Regulations" for rules.

200 col. in .....	\$7.75 per in.
300 col. in .....	\$7.65 per in.
400 col. in .....	\$7.45 per in.
600 col. in .....	\$7.35 per in.
900 col. in .....	\$7.25 per in.
1350 col. in .....	\$7.05 per in.
1600 col. in .....	\$6.80 per in.
1800 col. in .....	\$6.65 per in.
2100 col. in .....	\$6.50 per in.

## Mechanical Measurements

25" Broadsheet Format: 6 columns per page.

1 column inch .....	1.68" x 1"
Full page .....	6 col. x 21"
1 column .....	1.68"
2 columns .....	3.48"
3 columns .....	5.27"
4 columns .....	7.0"
5 columns .....	8.87"
6 columns .....	10.556"

- 3 column inches minimum display size.
- Maximum depth = 21 inches.
- Ads 19 inches in height will be extended and charged at 21 inches.
- 85 line screen maximum.

## Preprint Rates

Inserts can run Monday-Thursday only; No insertions are available on Fridays.

### Rates:

Single sheet .....	\$55/thousand
4 pages .....	\$65/thousand
5-8 pages .....	\$70/thousand
8-12 pages .....	\$75/thousand
12+ pages .....	call for quote

Full distribution: 7,000  
Minimum requirement: 5,000  
Maximum size: 11" x 12 1/4"  
Minimum size: 6 1/2" x 6 1/2"

Rates are for single advertisers only. Inserts must be pre-approved by the BG News.

The BG News is not responsible for folding, losses or damage to inserts. Less than full insertions cannot be guaranteed location of distribution. A composition charge will be assessed if the insert is produced by The BG News.

- Inserts must be shipped to the printer one week in advance. Please contact the BG News for printer shipping information. Please label "The BG News inserts" and indicate insertion date.

## Classified Rates

- \$1.30 per line, \$3.90 minimum charge.
- \$1.00 extra on total cost for bold per day.
- Approximately 30-35 spaces per line.
- Deadline: 1 day prior, 2 p.m.

### Classified Display:

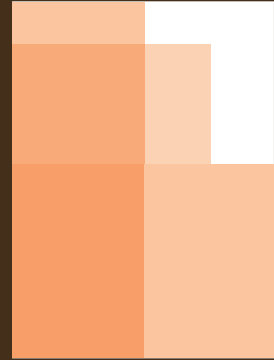
- 1x1 box = \$11 (8 line max.)
- 1x2 box = \$20 (16 line max.)

Classified ads also appear on [BGVIEWS.com](http://BGVIEWS.com)\*

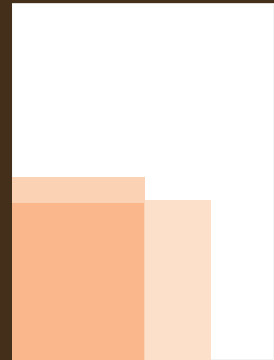
## Advertising Now Available ON THE FRONT PAGE!



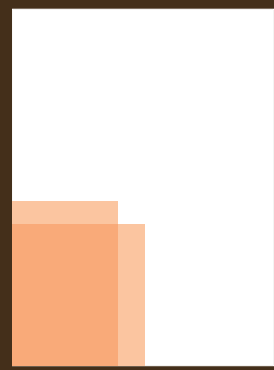
**FULL PAGE**  
126 column inches  
6 col x 21 Image area: 10.556"x21"



**HALF PAGE**  
63 column inches  
Horizontal: 6 col x 10-1/2"  
Vertical: 4 col x 15-1/2"  
Full Depth: 3 col x 21"



**QUARTER PAGE**  
31 1/2 column inches  
Horizontal: 4 col x 8"  
Vertical: 3 col x 10-1/2"



**EIGHTH PAGE**  
15 column inches  
Horizontal: 3 col x 5"  
Vertical: 2 col x 7-1/2"

## Did You Know?

The BGSU market represents more than half of the population of Bowling Green

## Deadlines

**Display:** Monday, Tuesday, Wednesday, Thursday, and Friday issues - 2 days prior, 4 p.m.

**Special Editions:** as announced (please see below.)

**Proofs:** Ads requiring proofs must be submitted by 4 p.m., three days prior to publication.

## Special Editions/Feature Pages

### Fall 2010

Theme	Published	Deadline
Welcome Issue/Freshman Edition	Friday, Aug. 20	Tuesday, Aug. 17
First Day of Classes/Welcoming Back Edition	Monday, Aug. 23	Thursday, Aug. 19
Football Sponsorship	Friday, Sept. 17	Tuesday, Sept. 14
Restaurant Guide	Thursday, Sept. 23	Wednesday, Sept. 15
Homecoming Tab	Thursday, Sept. 30	Thursday, Sept. 23
Family Weekend	Friday, Oct. 22	Tuesday, Oct. 19
Car Care Guide #1	Thursday, Nov. 4	Monday, Nov. 1
Winter Sports Tab	Wednesday, Nov. 10	Thursday, Nov. 4
Basketball & Hockey Sponsorship		
Off Campus Housing Guide	Thursday, Nov. 18	Thursday, Nov. 11
Holiday Gift Guide	Thursday, Dec. 2	Thursday, Nov. 18
Car Care Guide #2	Friday, Dec. 3	Wednesday, Dec. 1
Last Minute Gift Guide	Wednesday, Dec. 8	Monday, Dec. 6

### Spring 2011

Theme	Published	Deadline
Welcome Back Edition	Tuesday, Jan. 11	Friday, Jan. 7
Valentine's Day Tab	Thursday, Feb. 10	Thursday, Feb. 3
Spring Car Care Section	Wednesday, Feb. 16	Monday, Feb. 14
Spring Break Tab	Thursday, Feb. 24	Thursday, Feb. 17
Sibs N' Kids Weekend	Friday, April 15	Wednesday, April 13
Graduation Farewell Tab	Thursday, April 28	Tuesday, April 18

### Summer 2011

The BG News publishes on Wednesdays during summer session beginning May 18 thru August 3.

Deadline is Monday prior to publication with exception of holiday weekends.



## Did You Know?

Bowling Green Students typically spend an average of 1.2 million dollars per month on dining/carryout

## Steps to Placing an Ad

### Step 1

#### SELECT A SIZE

Are you looking for a small ad at minimal cost, a full page ad for maximum impact, or something in between? See inside for measurements and common sizes.

### Step 2

#### DETERMINE YOUR RATE

Are you a local retail business? A Fortune 500 company? An organization at BGSU? Based on your advertising plans can you qualify for any discounts? Do you want color for your ad? See inside for rates.

### Step 3

#### CHOOSE A SCHEDULE

Will your ad be an ongoing campaign or a one-time event? See the publishing schedule to the right and select your schedule. (Note Deadlines)

### Step 4

#### CREATE THE AD

Will you create the ad yourself and send it to us by e-mail, or send us your content for us to create the ad for you? See below for suitable file formats.

### Step 5

#### ARRANGE PAYMENT

Do you have an established billing account with BGNews? Do you need to pre-pay? See inside for billing information.

• Call 419-372-2605 For Assistance •

## Acceptable File Formats

**PDF\*:** Please preview your PDF before sending it to *The BG News* to ensure it looks accurate.

**QuarkXpress/QXD\*:** Version 4 or below.

**Photoshop/PSD\***

**Pagemaker\*:** Version 6.5 or below.

**InDesign\*:** Version CS2 or below.

**Illustrator/AI\*:** Version CS2 or below.

**Freehand\*:** Version 10.0 or below.

**JPEG**

**TIFF**

**EPS\***

**Formats not accepted:** Publisher (.pub), Microsoft Word (.doc), Excel (.xls), or PowerPoint (.ppt) Files.

\*Mac fonts & graphics must be embedded.

**Image Size:** Please give us the largest & highest quality image/logo you have available so we have it on file for future ads that may run larger.

**Resolution:** 170 pixels/inch is the minimum resolution requirements for images printing at 100%. If you want the image double sized, the resolution must also be doubled to 340 pixels/inch.

**Spot Color:** When creating a spot color ad for *The BG News*, the color in the computer file you send MUST BE 100% CYAN, OR 100% MAGENTA. NO EXCEPTIONS!

Please send all advertising information & attachments to [admanager@bgsu.edu](mailto:admanager@bgsu.edu)

# BGNews Publication Schedule 2010-2011

special editions/feature pages denoted in orange

August 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				

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	SPRING BREAK						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	31					

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				

June 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		

July 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					

**BGSU**  
www.bgviews.com

**Business Office**  
(419) 372-2601

**Advertising Dept:**  
(419) 372-2605

**Advertising Manager:**  
(419) 372-2606

**Editorial Office:**  
(419) 372-6966

**FAX:**  
(419) 372-9090

**E-mail:**  
admanager@bgsu.edu

**National Representative:**  
MediaMate  
52 Stiles Road, Suite 206  
Salem, N.H. 03079  
1-888-897-7711  
Fax: 1-978-231-0300

**Personnel:**

**Robert W. Bortel**  
Director  
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**Tonya Whitman**  
Assistant Director  
Student Publications

**Paul Obringer**  
Production Manager  
Student Publications

**Sandra Smetzer**  
Office Coordinator  
Student Publications



**[ GET CONNECTED ]**

BE A PART OF YOUR COMMUNITY.

READ **The BG News** DAILY AND GET IMMEDIATE UPDATES ONLINE AT

**BG VIEWS.COM**

**BGSU**

The BG News, 204 West Hall  
Bowling Green State University  
Bowling Green, OH 43403  
A Division of Student Affairs