

DIXIE SUN

Print Rate Card 2015-2016

BASIC RATE: \$5 per column inch

CONTRACT RATE (requires 6 or more insertions): \$4 per column inch

<u>Common sizes</u>	<u>cost per insertion (basic)</u>	<u>cost per insertion (contract)</u>
Index card (3 col. x 3")	\$45	\$36
Eighth page (3 col. X 4.875)	\$73	\$58.50
Half page (6 col. X 9.75)	\$292.50	\$234
Full page (6 col. x 19.75")	\$592.50	\$474

*QUARTER PAGE SPECIAL: \$100 for a 3 col. by 9.75-inch ad

*No additional cost for color.

*Classifieds: \$1.50 per line.

INSERTS:

*Cost: \$175 per issue (up to 2,500 inserts)

*Inserts must be scheduled a minimum of 14 days in advance and delivered directly:

Dixie Sun newsroom, Jennings 134, 225 S. 700 E., St. George, UT 84770.

SPECIFICATIONS:

*Page height is 19.75 inches; page width is 10.972 inches

*Page consists of 6 columns each

1 column = 1.736"

2 column = 3.583"

3 column = 5.431"

4 column = 7.278"

5 column = 9.125"

6 column = 10.972"

AD DESIGN INFORMATION:

****ADS MUST BE SUBMITTED AS A PDF, TIFF, OR JPEG OR THEY WILL NOT BE GUARANTEED TO RUN.**

*Ad design rate is \$25 per ad.

*All ad design requests must be made by 10 a.m. MST the Wednesday prior to the requested run date.

*Requests must include all text, digital files of artwork or pictures either e-mailed or dropped off in the form of a CD—**ALL ARTWORK MUST BE SUBMITTED IN THE CORRECT FILE SIZES.**

*A proof will be sent to the customer Friday by 11 a.m. MST.

*A proof must be received by us signed or with requested changes noted by Friday at 5 p.m. MST.

DEADLINE INFORMATION:

*Ad requests are due Friday by 5 p.m. MST for the following Wednesday's edition.

*Ad requests received after this day and time are not guaranteed to run in the following Wednesday's issue.

***Ads will not run without a signed contract.**

CONTACT INFORMATION:

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Dixie State University
Jennings room 134
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St. George, UT 84770

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Ad Manager: Dallin Spackman

Publication Calendar Fall 2015

August 26	October 21
September 2	October 28
September 9	November 4
September 16	November 11
September 23	November 18
September 30	December 2
October 7	December 9

Publication Calendar Spring 2016

January 13	March 2
January 20	March 16
January 27	March 23
February 3	March 30
February 10	April 6
February 17	April 13
February 24	April 20
	April 27

Circulation: 2,500

The Dixie Sun is distributed on Wednesdays in all campus buildings and at several local businesses.