

DIXIE SUN

Print Rate Card 2017-2018

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 c/o Frances Cole, 4770 S. 5600 W. West Valley City, Utah 84118

SPECIFICATIONS:

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

1 column = 1.736"

*Page consists of 6 columns each

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 and art work 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:

Dixie Sun News
Dixie State University
Jennings room 134
225 South 700 East
St. George, UT 84770

Phone: 435-652-7818
E-mail: dixiesunads@dixie.edu
Ad Manager: Erin Hakoda

Publication Calendar Fall 2017

August 23	October 18
August 30	October 25
September 6	November 1
September 13	November 8
September 20	November 15
September 27	November 29
October 4	December 6

Publication Calendar Spring 2018

January 10	February 28
January 17	March 7
January 24	March 21
January 31	March 28
February 7	April 4
February 14	April 11
February 21	April 18
	April 25

Circulation: 2,500

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

Online Rate Card
www.dixiesunnews.com

Display Ad Sizes

*ALL ads are put into rotation when pages are loaded

Top Banner – 350x100 pixels

1 week: \$30

1 month: \$90

2 months: \$150

Sidebar Top – 260x260 pixels

1 week: \$25

1 month: \$70

2 months: \$120

Sidebar Bottom – 260x260 pixels

1 week: \$20

1 month: \$60

2 months: \$120

Content Bottom (upper) – 848x150 pixels

1 week: \$15

1 month: \$40

2 months: \$70

Content Bottom (lower) – 848x150 pixels

1 week: \$10

1 month: \$30

2 months: \$50

Online-only Classifieds (unlimited words)

1 week: \$5

1 month: \$15

2 months: \$25