

Publishes  
 10,500  
 daily



reaches  
 34,300  
 students,  
 faculty  
 & staff

## Display Advertising Rates

<b>Open Local Rate</b> .....	<i>per column inch</i>	<b>\$15.50</b>
<b>Classified Display Rate</b> .....	<i>per column inch</i>	<b>\$15.50</b>
<b>Non-Profit Rate</b> .....	<i>per column inch</i>	<b>\$13.25</b>
<b>National Rate</b> .....	<i>per column inch</i>	<b>\$18.50</b>

### Agency Commission

Only the open local rate and the national rate are commissionable to recognized advertising agencies.

### Position

**Specific Page Reservation:**.....**\$ 25.00**

Requests are also granted when possible but are not guaranteed. Position charges are net.

### Color Rates

<b>Black and One ROP Color:</b> .....	<b>\$ 75.00</b>
<b>Black and One Specific Color:</b> .....	<b>\$ 90.00</b>
<b>Each Additional Color:</b> .....	<b>\$ 90.00</b>
<b>Process Color:</b> .....	<b>\$ 270.00</b>

All color rates are net.



### Deadlines

**Space and copy:** 5pm two school days prior to publication.

**Proofs:** 5pm three school days prior to publication.

### Discounts

**Pre-pay Discount:** 10% discount offered to advertisers who pre-pay advertising prior to deadline by cash, check, Mastercard or Visa.

### Buy 5 ads and get the 6<sup>th</sup> ad free:

For the same ad scheduled weekly for 6 weeks, the 6<sup>th</sup> ad is free.

### Buy two ads, get one free!

Three ads must be the same ad scheduled within one calendar week or for three consecutive days.

### Display Ads Online

All display ads will also appear online at [www.dailylobo.com](http://www.dailylobo.com).

### Contract Rates *per column inch*

100" per year	\$15.00
200" per year	\$14.50
400" per year	\$14.00
600" per year	\$13.50
800" per year	\$13.00
1,000" per year	\$12.50
1,200" per year	\$12.00
1,500" per year	\$11.25
1,800" per year	\$11.00
2,200" per year	\$10.75
2,600" per year	\$10.25
3,000" per year	\$10.00

Contract rates are in force for one year of publication. Contracts are valid from August, 2008 through July, 2009.

## Classified Advertising Rates

### Rates:

30¢ per word per day for five or more consecutive days without changing or cancelling. 40¢ per word per day for four days or fewer or nonconsecutive days.

**Classified advertising rates include both print and online editions of the Daily Lobo.**

### Special Effects:

Bold, centering, larger font, blank lines, etc. will be charged additionally.

### Deadline:

1pm working day prior to publication.

### Hours:

8am to 5pm Monday through Friday.

### Payment:

All classified advertising must be paid in advance by cash, check, Mastercard or Visa. Phone, fax and e-mail orders are accepted only with a Mastercard or Visa.

## Specs

Minimum ad depth is 1 inch. Ads are sold in one-half inch increments. Ads more than 14 inches deep will be billed for 16 inches of depth.

**Page size:** 10.25 inches x 16 inches

**Column Depth:** 16 inches

**Display Column Widths:** 1c=1.93",

2c=4", 3c=6.06", 4c=8.125", 5c=10.25"

**Classified Column Widths:** 1c=1.5",

2c=3.25", 3c=5", 4c=6.75", 5c=8.5",

6c=10.25"

**Double Truck:** 21.5 inches x 16 inches

billed as 11x16" (176 column inches)

**Line Screen:** 85

## Contact Information

### Mailing Address:

New Mexico Daily Lobo  
 MSC03 2230  
 1 University of New Mexico  
 Albuquerque, NM 87131-0001

### Display Advertising:

(505) 277-5656  
 Fax: (505) 277-7530  
[advertising@dailylobo.com](mailto:advertising@dailylobo.com)

### Classified Advertising:

(505) 277-5656  
 Fax: (505) 277-7530  
[classifieds@dailylobo.com](mailto:classifieds@dailylobo.com)

### Newsroom:

(505) 277-7527  
 Fax: (505) 277-6228  
[news@dailylobo.com](mailto:news@dailylobo.com)

### Delivery Address:

New Mexico Daily Lobo  
 Marron Hall, Room 131  
 Albuquerque, NM 87131-0001

**Daily Lobo Online:** [www.dailylobo.com](http://www.dailylobo.com)

### Advertising Policy

The Advertising Manager and/or Editor-in-Chief reserves the right to reject any advertising. The words "Paid Advertisement" may be placed above and/or below any advertisement. Acceptance by Advertising Representatives does not necessarily constitute acceptance by Advertising Manager.

### Production

Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. All ads created by the Daily Lobo remain its sole property.

### Terms

All advertising is pre-paid unless credit has been established. All entertainment advertising must be pre-paid. All political advertising must be pre-paid. The Daily Lobo reserves the right to require pre-payment for any advertising. Payment can be made by cash, check, Mastercard or Visa. Make checks payable to UNM Student Publications.

### Cancellation

Cancellation of advertising space or pre-print inserts is accepted until deadline. Advertisers are responsible for the cost of orders canceled after deadline.

### Digital Ad Submission

Please submit digital ads as PDFs by deadline.



The University of New Mexico

Student Publications  
 MSC03 2230  
 1 University of New Mexico  
 Albuquerque, NM 87131-0001

NON-PROFIT ORGANIZATION  
**U.S. POSTAGE  
 PAID**  
 ALBUQUERQUE, N.M.  
 PERMIT NO. 39

# Online Advertising

## Graphic Ads

Ads are priced by page views—the number of times each ad is displayed online to a viewer is called an impression. Ads are sold in blocks of 1,000 impressions (cost per thousand or CPM).

<b>Rectangle</b> 300 pixels wide x 250 pixels tall	<b>\$15 CPM</b>
<b>Half Banner</b> 300 pixels wide x 60 pixels tall	<b>\$10 CPM</b>
<b>Buttons</b> 125 pixels wide x 125 pixels tall	<b>\$7.50 CPM</b>
<b>Banner</b> 468 pixels wide x 60 pixels tall	<b>\$5 CPM</b>

## Text Links

<b>1 Month</b>	<b>\$100</b>
<b>3 Months</b>	<b>\$275</b>
<b>6 Months</b>	<b>\$500</b>
<b>Volume Discount:</b> 10% discount for 2 or more text links ordered (and appearing) at the same time.	

## Print and Online Bundles

Available for advertising in both print and online editions of the Daily Lobo.

# Pre-Print Inserts

**Approval:** Inserts must be approved prior to scheduling.

**Deadline:** Inserts must be scheduled & received 7 days prior to publication.

### Press Run

Insert Pages	Full	Half
Single sheet	\$ 900	\$450
Up to 4 pages	\$ 930	\$465
Up to 8 pages	\$ 960	\$480
Up to 12 pages	\$ 990	\$495
Up to 16 pages	\$1,020	\$510
Up to 20 pages	\$1,050	\$525
For each additional 4 pages	add \$ 30	add \$ 30

### Size Accepted:

minimum: 5" x 7"  
 maximum: 9" x 12"

Other sizes may be accepted for a negotiated rate.

### Deliver to:

Signature Offset  
 4701 Lincoln Rd. NE  
 Albuquerque, NM 87109

## Frequency Discounts:

For multiple placement within the academic year.  
 2x.....3%    3x....5%    4x....10%    5x....15%

# University Calendar

FALL 2008	SPRING 2009	SUMMER 2009
Classes Begin 8/25	MLK Holiday 1/19	Freshman Orientation 5/18
Labor Day 9/1	Classes Begin 1/20	Classes Begin 6/8
Fall Break 10/16-17	Spring Break 3/16-20	Independence Day 7/4
Thanksgiving 11/27-28	Finals begin 5/11	Daily Lobo Mail Out 7/27
Finals begin 12/15	Commencement 5/16	Session ends 7/31

## Daily Lobo Publication Calendar

### Fall 2008

#### august

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

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

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

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

#### december

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			

### Spring 2009

#### january

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

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

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				

#### april

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		

#### may

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					

## Summer 2009

### june

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

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	