

TRUMAN STATE UNIVERSITY  
**INDEX**

**2008-09**

**Advertising  
 Rate Card**

**WEEKLY ADVERTISING RATES**

**Full  
 Page**  
 10.625" x 21"

**Half  
 Page**  
 10.625" x 10"

**Quarter  
 Page**  
 5.2" x 10"

**Eighth  
 Page**  
 5.2" x 5"

**Black and White:**  
 Campus: \$260.00  
 Local: \$375.00  
 National: \$725.00

**Black and White:**  
 Campus: \$145.00  
 Local: \$210.00  
 National: \$375.00

**Black and White:**  
 Campus: \$85.00  
 Local: \$120.00  
 National: \$200.00

**Black and White:**  
 Campus: \$45.00  
 Local: \$65.00  
 National: \$105.00

**One Color:**  
 Campus: \$420.00  
 Local: \$535.00  
 National: \$915.00

**One Color:**  
 Campus: \$240.00  
 Local: \$305.00  
 National: \$485.00

**One Color:**  
 Campus: \$135.00  
 Local: \$170.00  
 National: \$255.00

**One Color:**  
 Campus: \$75.00  
 Local: \$95.00  
 National: \$135.00

**Full Color:**  
 Campus: \$575.00  
 Local: \$700.00  
 National: \$1,100.00

**Full Color:**  
 Campus: \$330.00  
 Local: \$400.00  
 National: \$590.00

**Full Color:**  
 Campus: \$190.00  
 Local: \$225.00  
 National: \$315.00

**Full Color:**  
 Campus: \$105.00  
 Local: \$125.00  
 National: \$165.00

**Inserts**

Campus: \$450.00  
 Local: \$525.00  
 National: \$700.00

**Online Ads**

Banner (top of page)  
 (468x60 pixels)  
**\$75.00**

Square (side of page)  
 (300x250 pixels)  
**\$50.00**

Banner (bottom of page)  
 (468x60 pixels)  
**\$50.00**

# GENERAL AD POLICIES

All advertising rates are net (non-commissionable).

All University departments must show a payment requisition prior to the publication of an advertisement.

Sponsors or sponsoring organizations must be identified in all advertisements.

The Index adheres to all applicable state and federal regulations governing advertising.

## ADVERTISING NOT ACCEPTED

We reserve the right to refuse advertising that is felt to be in poor taste; that is ambiguously or deceptively worded or portrayed; making the product or service unclear or open to misrepresentation; that advertises illegal activities; that maligns identifiable persons, groups or professions; that is not accurate or truthful, or that is otherwise deemed unacceptable by the Advertising Manager and Editor. Copyrighted materials that are not under ownership of the advertising client will not be published in the Index.

## REFUNDS AND CREDITS

It is the responsibility of the advertiser to notify the Index of significant errors. Claims alleging real damages because of an error in an ad must be made no more than five business days after first publication of the ad. The Index

will be responsible for first-run errors only. The Index may require certain advertisers to check proofs before publishing. Liability to the Index shall not exceed the cost of the ad in which the error occurred. A credit balance must be used within the semester in which it is registered, unless this error occurs in the last issue of the semester. Make-goods or credit or credit adjustments will be made for the portion of the advertisement in error. Allowances will be made only for errors that materially affect the value of the advertisement. The advertiser and/or advertising agency assume liability for all content (including text and illustrations) of advertisements printed and also assume responsibility for any claims arising thereof made against the Index.

## ADVERTISING CHANGES PRIOR TO PUBLICATION

Any advertising changes prior to publication must occur no later than 5 p.m. on the Monday preceding publication. Changes will not be accepted over the phone. The advertiser is required to look over the proof of the revised copy of the ad before it is published, to assure that all necessary changes have been made. All requested changes after 5 p.m. on the Monday preceding publication are at the discretion of the Advertising Manager, and may incur an additional charge.

## CANCELLATIONS

All cancellations must be made with your advertising representative prior to 5 p.m. of the Tuesday preceding publication. Any

cancellations after 5 p.m. of the Tuesday preceding publication must be presented in writing to the Advertising Manager or Editor, and will be billed at one half the cost of the original space reserved.

## PLACEMENT

The Index cannot guarantee the position of any ad within the newspaper. The Index will make every effort to accommodate advertisement position requests. Because late breaking news affects the design of the newspaper from time to time, the Index does not guarantee advertisement position.

## PAYMENTS

All accounts are billed on a net 30-day basis. All advertising is payable in advance unless the advertiser has first established credit with the Index. New accounts must submit a credit application and be approved by the Business Manager. All classified and political advertising must be paid for in advance of publication. All advertising orders are subject to the rates, terms and provisions of the current rate card. Orders received not reflecting the current rates and provisions will be adjusted to the rates and provisions of the current rate card only after consultation and approval by the client. The Index will make every effort to contact clients immediately if such a situation occurs, but the Index is not responsible for delays in publishing or consequences of such delays that may arise by orders received that do not conform to the correct rates and provisions.

## CLASSIFIED ADVERTISING POLICIES

Classified ads may be submitted by 5 p.m. on the Monday preceding publication. The Index is not responsible for advertisements that are lost or damaged through e-mail, fax, or mail. Classified corrections must be made by noon on the Tuesday preceding publication. There is a 50 cent cancellation fee per classified.

## CLASSIFIED AD RATES

Student and Faculty: \$3 per ad per issue for classifieds that are 25 words or fewer.\*

Local: \$3 per ad per issue for classifieds that are 25 words or fewer.\*

National: \$10 per ad per issue for classifieds that are 25 words or fewer.\*

\*If any classifieds are more than 25 words, a charge of 25 cents per word applies. A word is defined as that which begins or ends with a hyphen, slash or space (except prefixes). A number counts as a word. A telephone number and area code counts as one word. Abbreviations count as one word. Punctuation marks do not count as words.

## CONTACTS

**PHONE:** 660-785-4319

**FAX:** 660-785-7601

**AD EMAIL:** [indexads@truman.edu](mailto:indexads@truman.edu)

**ADDRESS:** Truman State University  
Index News Center  
Barnett Hall 1200  
Kirksville, MO 63501

## PUBLICATION DATES 2008-2009

### FALL SEMESTER

August 17	October 16
August 28	October 23
	October 30
September 11	
September 18	November 6
September 25	November 13
	November 20
October 2	
October 9	December 6

### SPRING SEMESTER

January 15	March 5
January 22	March 19
January 29	March 26
February 5	April 2
February 12	April 9
February 19	April 23
February 26	April 30