

2017-2018

Print Advertising

# LARIAT

The Official Campus News Source

Reaching  
**BAYLOR**™

*Contact us to plan your Advertising Campaign for the 2017-2018 school year.*

Lariat\_Ads@baylor.edu

[www.baylorlariat.com/advertise](http://www.baylorlariat.com/advertise)

254-710-3407

# Publication Schedule

## FALL 2017

### 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	30		

### 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 2018

### 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		

	Regular Issue
	Special Issue
	Tabloid Feature
	"Morning Buzz" E-Newsletter

Special Issues:

## FALL 2017

**Welcome Back Fall**

August 21st

**Family Weekend**

September 15th

**Homecoming**

October 20th

**Fall Graduation**

December 1st

## SPRING 2018

**Welcome Back Spring**

January 12th

**All-University Sing**

February 16th

**Diadeloso**

April 13th

**Spring Graduation**

May 4th

## SUMMER 2018

**Visitor's Guide**

May 14th

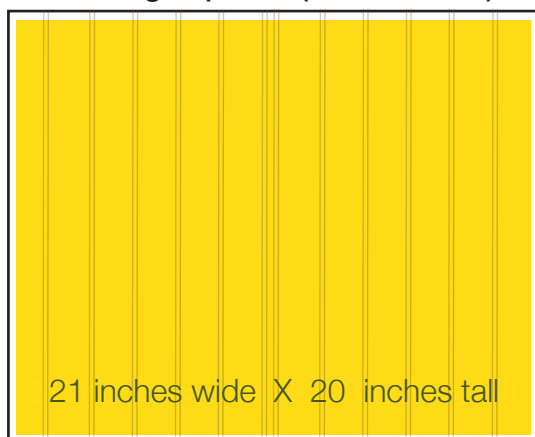
### Fall Football Schedule:

Baylor vs. Liberty	HOME	9/2
Baylor vs. UTSA	HOME	9/9
Baylor vs. Duke	AWAY	9/16
Baylor vs. Oklahoma	HOME	9/23
Baylor vs. Kansas State	AWAY	9/30
Baylor vs. Oklahoma State	HOME	10/14
Baylor vs. West Virginia* <sup>HC</sup>	HOME	10/21
Baylor vs. Texas	HOME	10/28
Baylor vs. Kansas	AWAY	11/4
Baylor vs. Texas Tech	AWAY	11/11
Baylor vs. Iowa State	HOME	11/18
Baylor vs. TCU	AWAY	11/24

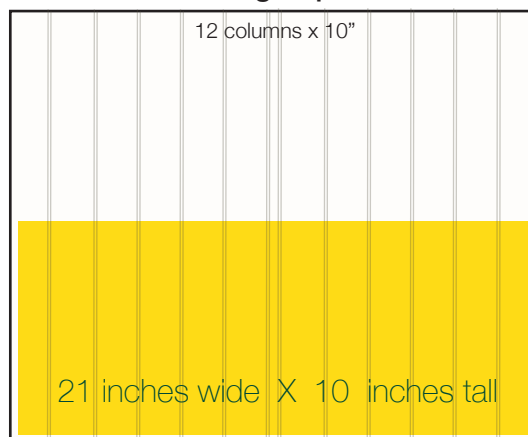
Space and copy reservation deadline is 3 business days prior to the publication date.

# SAMPLE SIZING FOR STANDARD SIZE PRINT ADS

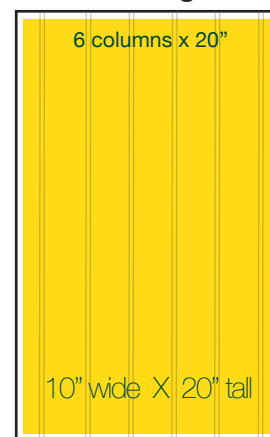
Full Page Spread (Double Truck)



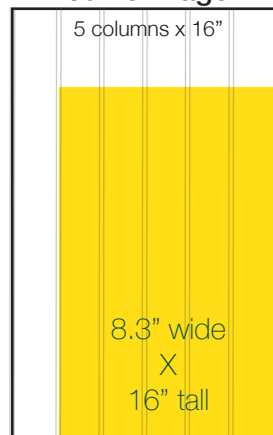
Half Page Spread



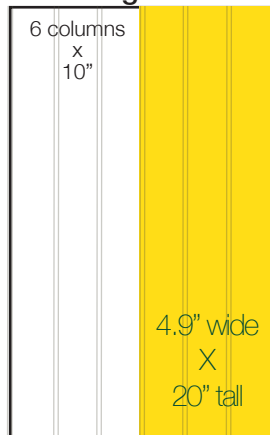
Full Page



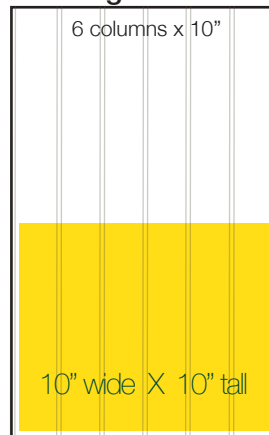
Junior Page



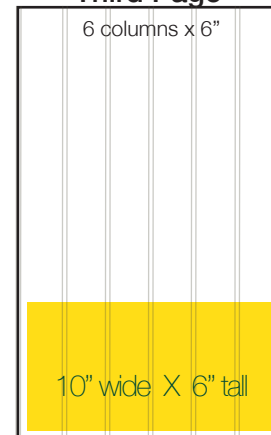
Half Page Vertical



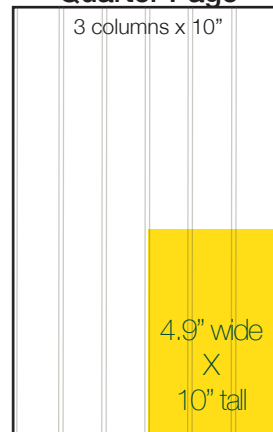
Half Page Horizontal



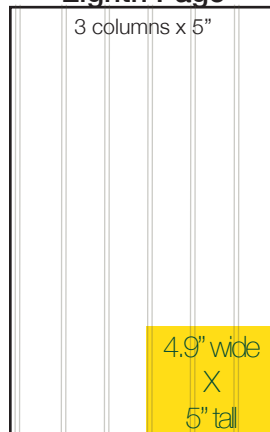
Third Page



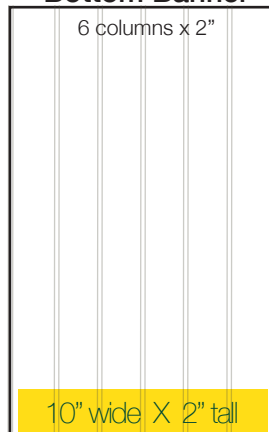
Quarter Page



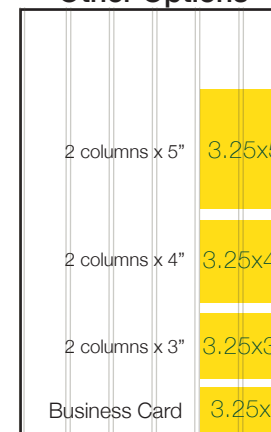
Eighth Page



Bottom Banner



Other Options



## STANDARD RATE PRICING

### OPEN RATE

**\$12.50 per column inch**

*Applies to all agencies and businesses outside the state of Texas.*

### LOCAL BUSINESS RATE

**\$11.00 per column inch**

*Applies to all local businesses inside the state of Texas.*

### CAMPUS/NON-PROFIT RATE

**\$10.00 per column inch**

*Applies to all Non-Profit Organizations and Campus Departments*

**COLOR CHARGES:** **\$100** per insertion up to 20 column inches  
**\$200** per insertion over 20 column inches

**Premium Positioning: + 20%**  
*minimum of half page to qualify*

**Design Services: + 20%**  
*minimum of \$10 for design services*

Publishing  
6,000 issues every  
Tuesday and Friday  
during the  
Fall and Spring

## LOCAL PRICING WITH FREQUENCY

*Prices below reflect the cost with frequency to run a print advertisement per print date.*

Frequency	1-3 times	4-11 Times	12-24 Times	25-51 Times
Full Spread	\$ 2,640.00	\$ 2,400.00	\$ 2,200.00	\$ 2,030.77
Half Spread	\$ 1,320.00	\$ 1,200.00	\$ 1,100.00	\$ 1,015.39
Full Page	\$ 1,320.00	\$ 1,200.00	\$ 1,100.00	\$ 1,015.39
Junior Page	\$ 880.00	\$ 800.00	\$ 733.34	\$ 676.93
Half Horizontal	\$ 660.00	\$ 600.00	\$ 550.00	\$ 507.70
Half Vertical	\$ 660.00	\$ 600.00	\$ 550.00	\$ 507.70
Third Page	\$ 396.00	\$ 360.00	\$ 330.00	\$ 304.62
Quarter Page	\$ 330.00	\$ 300.00	\$ 275.00	\$ 253.85
Eighth Page	\$ 165.00	\$ 150.00	\$ 137.50	\$ 126.93
Bottom Banner	\$ 132.00	\$ 120.00	\$ 110.00	\$ 101.54
2 col x 5 in	\$ 110.00	\$ 100.00	\$ 91.67	\$ 84.62
2 col x 4 in	\$ 88.00	\$ 80.00	\$ 73.34	\$ 67.70
2 col x 3 in	\$ 66.00	\$ 60.00	\$ 55.00	\$ 50.77
Business Card	\$ 44.00	\$ 40.00	\$ 36.67	\$ 33.85

*\* Prices listed are for black and white only print ads.*

## CAMPUS/NON-PROFIT PRICING WITH FREQUENCY

*Prices below reflect the cost with frequency to run a print advertisement per print date.*

Frequency	1-3 times	4-7 Times	8-11 Times	12-24 Times
Full Spread	\$ 2,400.00	\$ 2,181.82	\$ 2,000.00	\$ 1,846.16
Half Spread	\$ 1,200.00	\$ 1,090.91	\$ 1,000.00	\$ 923.08
Full Page	\$ 1,200.00	\$ 1,090.91	\$ 1,000.00	\$ 923.08
Junior Page	\$ 800.00	\$ 727.28	\$ 666.67	\$ 615.39
Half Horizontal	\$ 600.00	\$ 545.46	\$ 500.00	\$ 461.54
Half Vertical	\$ 600.00	\$ 545.46	\$ 500.00	\$ 461.54
Third Page	\$ 360.00	\$ 327.28	\$ 300.00	\$ 276.93
Quarter Page	\$ 300.00	\$ 272.73	\$ 250.00	\$ 230.77
Eighth Page	\$ 150.00	\$ 136.37	\$ 125.00	\$ 115.39
Bottom Banner	\$ 120.00	\$ 109.09	\$ 100.00	\$ 92.31
2 col x 5 in	\$ 100.00	\$ 90.91	\$ 83.34	\$ 76.93
2 col x 4 in	\$ 80.00	\$ 72.73	\$ 66.67	\$ 61.54
2 col x 3 in	\$ 60.00	\$ 54.55	\$ 50.00	\$ 46.16
Business Card	\$ 40.00	\$ 36.37	\$ 33.34	\$ 30.77

*\* Prices listed are for black and white only print ads.*



## INSERTS

Pre-Printed Insert Rate **\$540 for 6,000 copies**

Minimum Size 6.5 x 7 inches

Maximum Size 11 x 11 inches

### \* Inserts Add-On Option \*

#### Exclusivity Upgrade:

*Place your inserts in one of our issues with sole exclusivity.*

*Your upgrade will prevent any other advertiser to place their insert in the Lariat on the same day.*

**\$100** for Regular Issues

**\$250** for Special Issues

Pre-Printed Post-It Rate **\$540 for 6,000 copies**

Size Requirements:

3 inches x 3 inches

\*Impact Notes are **machine-fed** and must be wound to our printer's specifications. **(Fanfold Flat - Wind 3)**

*Only one Post-It placement is available per publication.*

*Reservation is on a first come basis.*

**DO NOT MAIL INSERTS OR POST-ITS TO  
THE BAYLOR LARIAT ADVERTISING OFFICE.**

Please allow at least two weeks prior to  
desired run date to schedule the insertion.

Please send your PRE-PRINTED Inserts or Post-Its to:

**The Bryan/College Station Eagle**  
1729 Briarcrest Dr.  
Bryan, TX. 77802  
(979) 776-4444

### DEADLINE FOR INSERTS AND POST-ITS

Must be Scheduled 2 Weeks prior to run date.

***A PDF Sample of the insert or post-it must be  
approved by the Lariat before printing.***

All pre-printed materials must be delivered to the printer  
**10 days prior to the run date.**

### \*SPECIAL INSTRUCTIONS\*

- All deliveries must be marked with the following  
"BAYLOR UNIVERSITY" • NAME OF BUSINESS  
PIECE COUNT • INSERTION DATE

Inserts should be in boxes or shrink-wrapped in skids.  
Separate insertion dates should be treated  
as separate shipments.

**DID YOU KNOW?**  
**We are 14% of  
Waco's Population!**



# Questions?

For questions or to schedule  
in the Baylor Lariat, contact us at

**Advertising Office: (254) 710-3407**

**Fax: (254) 710-1714**

**Email: [Lariat\\_Ads@Baylor.edu](mailto:Lariat_Ads@Baylor.edu)**

Make Checks Payable to:

**"The Baylor Lariat"**

#### Mailing Address

Baylor Lariat Advertising  
One Bear Place #97330  
Waco, TX 76798-7330

#### Physical Address

219 Baylor Avenue  
Castellaw Communications Bldg., Rm 226  
Waco, TX 76706

# Design Specifications

## FORMAT

*Files in the following format can be accepted.*

Adobe PDF (.pdf)    JPEG (.jpeg)    Adobe Photoshop (.psd)  
Adobe Illustrator (.ai)    Adobe InDesign (.indd)

## COLOR

*Files in the following format can be accepted.*

**NEVER USE PROCESS BLACK. OUTPUT WILL RESULT IN POOR QUALITY.**

*All color print ads must be set to **CMYK** settings*

*All Black & White ads must be set to **Grayscale** settings or run the risk of being rasterized*

## SIZE

*For best output results, please use the following dimensions to build your artwork*

*Example. 3 **columns** x 5 inches  3 **inches** X 5 inches*

1 column	=	1.5	inches
2 columns	=	3.25	inches
3 columns	=	4.9	inches
4 columns	=	6.6	inches
5 columns	=	8.3	inches
6 columns	=	10	inches

*Correct Example. 3 **columns** x 5 inches = 4.9 **inches** X 5 inches*

## Ad Design

***Don't have the time or the know-how to design your own?***

**Let us design for you!**

*For an additional design charge, we can design your ad for you.  
(see rates on page 4)*

*For design, please have logo, images and content available to provide  
at least **2 days** prior to the actual deadline.*

**Artwork Deadline is 3 Business Days Prior to Publication**

*Additional charges may apply if deadline is not met.*

Publication Date	Due Date	Publication Date	Due Date
Tuesday	4 PM Thursday	Thursday	4 PM Monday
Wednesday	4 PM Friday	Friday	4 PM Tuesday

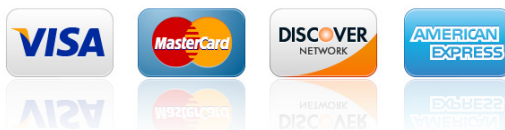
**Send Final Artwork to: [Lariat\\_Ads@baylor.edu](mailto:Lariat_Ads@baylor.edu)**

# Terms of Payment

## **Prepayment is required by deadline without exception.**

*We accept Visa, Mastercard, and Discover via telephone at (254) 710-3407.*

*We also accept American Express, but only for purchases of \$100 or more.*



*We accept checks. All checks must arrive at our office by deadline, or the requested ad will not run as scheduled. To ensure that your check is received by deadline, allow 7-10 days for arrival.*

Please mail checks to:

**Baylor Lariat Advertising  
One Bear Place #97330  
Waco, TX 76798-7330**

1. All advertisements must be prepaid by deadline without exception.
2. The regulations, prices and deadlines set forth in this rate and information schedule apply to all advertisers.
3. Any checks that are returned with insufficient funds will be charged a \$25 fee, and the customer will no longer be allowed to pay with a check.
4. All rates are net (non-commissionable) to the newspaper. It is the responsibility of all agencies to figure their own commissions and discounts in addition to this net rate.

## **Baylor Lariat Policies**

1. The Baylor Lariat reserves the right to reject or revise any advertising deemed to adversely affect the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to most of the readers served by the newspaper, be in conflict with the Christian educational mission of Baylor University or falsely imply endorsement by the university.
2. The Baylor Lariat does not accept advertisement for any type of alcoholic beverage, coupon books, weapons, credit cards without credit checks, research papers, personals (including adoptions), contraceptives, insurance policies, law firms seeking suit, sperm/ovum donations, tobacco or any advertisement related to abortions.
3. Place and page position requests will be honored if possible. Only Page 3 and the back page can be reserved and guaranteed with an additional charge of 20 percent. This applies only to half-page and full-page ads.
4. The sole responsibility for the content of an advertisement lies with the advertiser, who unconditionally agrees to hold the Baylor Lariat harmless should a claim arise and to pay for any and all expenses incurred as a result of publication of an ad. Should an ad not be published as ordered, The Baylor Lariat cannot be responsible for any losses or damages caused as a result. Should there be an error in an ad, The Baylor Lariat's liability is limited to the amount paid for the portion of the ad containing the error.
5. Because of the costs associated with redesigning the newspaper after the advertising deadline, advertising canceled after the deadline will be charged in full. In addition, changes to ads after the deadline will be subject to additional charges and in some cases may not be possible.
6. Make-goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify the Baylor Lariat of significant errors. The Baylor Lariat will be responsible for first-run errors only.
7. Proofs are available upon request by 10 a.m. one business day before publication. All corrections or changes must be received no later than 2:30 p.m. one business day before publication.
8. A charge of \$2 per column inch will be made for ads created at customer request and then canceled without the insertion.
9. The Baylor Lariat is not responsible for errors when copy is submitted after deadline, when a proof has been approved by the advertiser or when "camera ready" copy containing errors has been supplied by the advertiser.

## Meet the Readers

Undergrad	14,348
Graduates	2,611
<b>Total</b>	<b>16,959</b>
Faculty & Staff	2,717
<b>Total Reach</b>	<b>19,676</b>

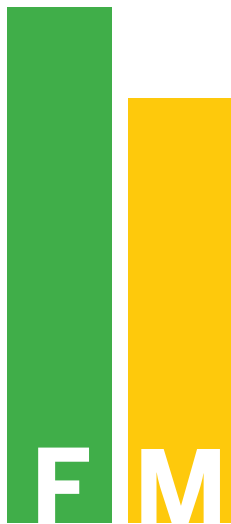
## Gender

**FEMALE**

**57%**

**MALE**

**43%**



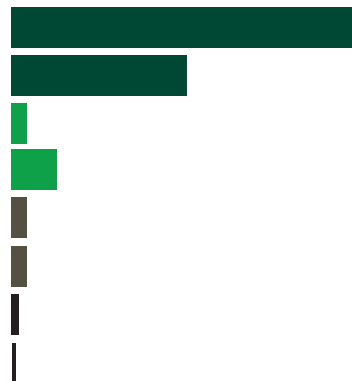
## AWARD WINNING CONTENT and DESIGN



- ◇ "Finalist" 2017 Baylor Lariat Best Student Newspaper  
*Houston Press Club*
- ◇ 1st Place Best Affiliated Website '17  
*Society of Professional Journalists*
- ◇ 1st Place Mobile App '17  
*Baptist Communicators Association*
- ◇ "GOLD" E-Newsletter  
*AVA Digital Award '16*

## Age Demographics

under 21	<b>52%</b>
21-25	<b>26%</b>
26-30	<b>4%</b>
31-40	<b>8%</b>
41-50	<b>4%</b>
51-60	<b>4%</b>
61-70	<b>3%</b>
over 71	<b>.5%</b>



## Student Housing

**Off Campus Living**

**61%**

**On Campus Residents**

**39%**

**On-Campus**

**Off-Campus**

Baylor University's Institute for Research and Testing "Fall 2016 Quick Facts"; Baylor University's Institute for Research and Testing "Facts and Figures, Overview" 2016

... ONLINE AND MULTIMEDIA ADVERTISING PACKAGES ALSO AVAILABLE  
ASK YOUR ADVERTISING COORDINATOR FOR MORE INFORMATION

**Baylor**  
**Lariat**  
[WWW.BAYLORLARIAT.COM](http://WWW.BAYLORLARIAT.COM)