

INSERTS

One week lead time is required minimum for inserts. Size may not exceed 8.5" by 11". The number of pages in an insert may not exceed four without prior consent. Cost shown does not include printing.

Preprinted inserts per 1000 net (\$65)

ONLINE ADVERTISING

We offer advertisement on our website, www.dakotastudent.com. Must also advertise in paper. Rates are monthly.

Leader Board 728x90px (\$250; \$2,500/yr)

Top Box 300x250px (\$220; \$2,200/yr)

Bottom Box 300x250px (\$150; \$1,500/yr)

BILLING

Direct all billing inquiries to the Sales and Marketing Coordinator at 701.777.2677. Statements are billed approximately the last working day of each month. Outstanding account balances not paid by the 25th of each month will accrue a finance charge of 1.75% monthly. All new accounts must pay in advance for one year. At least ten ads must be placed in that year to qualify for future credits or discounts.

POLICIES

Refunds will not be given on ads cancelled after the deadline. All cancelled ads are subject to production charges. The Dakota Student has the right to change advertising rates at any time. Credit will not be granted for ads with mistakes if the ad was not proofed. If a proof is requested, it will be sent by e-mail. Only spelling and grammar changes will be allowed beyond deadline. Ad placement will be the decision of the paper.

SPRING 2015

issue dates

(January)

M	Tu	W	Th	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

(February)

M	Tu	W	Th	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27

(March)

M	Tu	W	Th	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

(April)

M	Tu	W	Th	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

(May)

M	Tu	W	Th	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

important dates

January 12	Classes Begin
January 19	MLK Jr. Day
February 16	President's Day
March 16-20	Spring Break
April 3-6	Easter Break
May 11-15	Finals

THE DAKOTA STUDENT

Reaching the students, faculty and staff of the University of North Dakota since 1888 | www.dakotastudent.com

2013-2014 ADVERTISING

Reaching over 15,000 Students, Faculty & Staff

(phone)

701.777.2677 or 2678

(e-mail)

und.dakotastudent@email.und.edu

GENERAL POLICY

Advertising is subject to the Dakota Student's approval and become the property of the Dakota Student. The Dakota Student reserves the Right of Refusal or the right to decline, discontinue or revise any advertisements found unsuitable for publication. Any ads created by The Dakota Student may not be used for any other publication.

CIRCULATION

3,500 copies are distributed throughout the UND campus and Grand Forks every Tuesday and Friday of the academic year, excluding holidays, breaks, and final exam weeks.

DESIGN SERVICES

Our advertising representatives and graphic designers are prepared to work with you to create an effective advertisement.

Minor changes to an existing ad (\$5)

Ad designed to smaller than 1/2 pg. (\$15)

Ad designed to 1/2 pg. or larger (\$25)

COMMON SIZES

2x2

coupon

3x4

1

column inch

3x8

2

column inches

4x5
quarter page

3

column inches

5x8
half page

4

column inches

5x16
full page

5

column inches

ADVERTISING RATES

The format of the paper is five column inches wide by 16 inches deep. Our column inches are approximately two inches wide. See the attached sheet for common sizes and their prices. Prices listed below are per column inch.

UND Students & Student Orgs (\$4.20)

UND Administration & Depts (\$4.40)

Churches & Non-Profit Orgs (\$4.50)

Grand Forks & EGF area (\$4.80)

Outside GF/EGF (MN & ND) (\$4.90)

Political (\$5.00)

National (\$7.50)

COLOR RATE

The previous rate given is for a greyscale ad. There is an additional fee for colored ads.

Spot Color-one CMYK color (\$65)

Two Spot Colors-two CMYK colors (\$95)

Full color-unlimited CMYK colors (\$150)

COUPONS

In every Tuesday issue, we offer a special on 1x4 or 2x2 coupon ads.

Greyscale (\$12.50)

Spot color (\$25)

PROMOTIONS

Customers who place ten consecutive ads in the Dakota Student will receive 10% off each of the ads placed. (All ads must be paid for in advance.) [Ask about our seasonal promotions.](#)

CLASSIFIEDS

Classifieds must be dropped off at the Dakota Student by Friday at Noon for Tuesday publications and by Wednesday at Noon for Friday publications. The first price in the information below is for 1-50 words, the second is for 50-100.

UND Students & Student Orgs (\$5, \$7)

UND Administration & Depts (\$6, \$9)

Churches & Non-Profit Orgs (\$7, \$10)

Grand Forks & EGF area (\$8, \$12)

Outside GF/EGF (MN & ND) (\$9, \$13)

National (\$10, \$15)

DEADLINES

The deadline for ads being placed in the Tuesday publication is 4:30pm the previous Thursday. Friday's publication deadline is 4:30pm on Tuesday.

