

# RATECARD

No other D/FW publication offers our market on our scale.



Celebrate our  
**90th**  
Birthday  
with us



**DAILY**

The North Texas Daily 2006 - 2007

# Rates

## Local open rate

The local rate applies to all firms having an established place of business in the Dallas/Fort Worth area and with whom we deal directly.

**\$8/inch fall and spring**

## Campus/ Non-profit rate

The campus rate applies to all departments, colleges, clubs, and organizations at UNT, as well as verified non-profit entities.

**\$5/inch fall and spring**

## National open rate

This rate applies to all clients who (a) have an established place of business beyond state of Texas and all its agencies and/or (b) who are not brokered by a representative firm. Firms who have not been in business for at least one (1) calendar year are considered transient and are subject to the national open rate.

**\$17.50/inch**

## National rep firm rate

The national rep firm rate applies only to established representative firm. Firms who have not been in business for at least one (1) calendar year are considered transient and are subject to the national open rate. Bulk contracts for national rep firms are considered on a case-by-case basis. Please contact the NT Daily advertising coordinator for more details.

**\$14.50/inch**

## Pre-printed insert rates

Insert rates are based on pre-printed inserts up to 24 pages. No discounts are available for pre-printed inserts. Advertisers must pay for a full press run regardless of the number of inserts running.

**Local rate: \$60 per thousand**  
(10,000 minimum fall and spring / 6,000 minimum summer)

**National rate: \$110 per thousand**  
(10,000 minimum fall and spring / 6,000 minimum summer)

## Color rates

The North Texas Daily runs single spot and full color.

**Single spot: \$75.00**  
**Full color: \$350.00**

## Placement Guarantee

When available, clients may reserve guaranteed placement.

**10% upcharge**

## Semester Discount Packages

Semester discount packages apply to local, campus, and non-profit customers only. These discounts are for ROP ads only and are not combinable with any other discounts.

**Platinum plus 35% discount**  
(on ROP ads)

20+ runs ROP  
8 copy changes  
3 special sections  
3 months web advertising

**Platinum 25% discount**

20+ runs  
5 copy changes  
2 months web advertising

**Gold 15% discount**

10-19 runs  
3 copy changes  
1 month web advertising

**Silver 5% discount**

4-9 runs  
no copy changes

## Contact Us

### Phone Numbers

Advertising 940-565-2851  
Editorial 940-565-2353  
Fax 940-565-4659

### Physical Address

GAB 101, Corner of  
Avenue B and Mulberry

### Website/Email

www.ntdaily.com  
dailyads@unt.edu

### Mailing Address

P.O. Box 311241  
Denton, TX 76203-1241

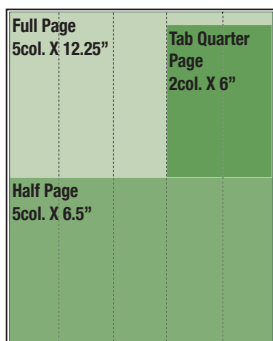
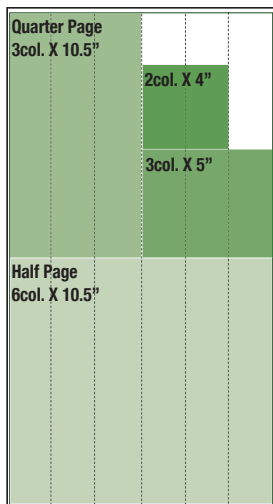
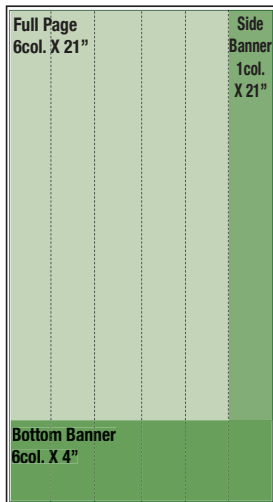


# Publication Schedule

## Advertising Deadlines

Tuesday's issue - previous Wednesday, 2 p.m.  
 Wednesday's issue - previous Thursday, 2 p.m.  
 Thursday's issue - previous Monday, 2 p.m.  
 Friday's issue - previous Tuesday, 2 p.m.

Summer's Thursday issue - Monday, 12 p.m.  
 All ad copy, artwork and prepayment due at deadline.  
 Earlier deadlines may apply to special promotions and before holidays.



## Broadsheet Sizes

**Full page**  
 6X21"  
 126 col. inches  
 11.62"X21"

**Bottom Banner**  
 6X4"  
 24 col. inches  
 11.62"X4"

**Side Banner**  
 1X21"  
 21 col. inches  
 1.79"X 21"

**3X5"**  
 15 col. inches  
 5.75"X5"

**2X4"**  
 8 col. inches  
 3.79"X4"

**Quarter page**  
 3X10.5"  
 31.5 col. inches  
 5.75"X10"

**Half page**  
 6X10.5"  
 63 col. inches  
 11.62"X10.5"

## Tabloid Sizes

**Full page**  
 5X12"  
 60 col. inches  
 10"X12"

**Half page**  
 5X6.5"  
 32.5 col. inches  
 10"X6.5"

**Tab Quarter page**  
 2X6"  
 18 col. inches  
 3.9"X6"

## August 2006

		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					

## October 2006

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							

## December 2006

						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 2007

					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						

## April 2007

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								

## June 2007

					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			

## August 2007

			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 2006

						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			

## November 2006

			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					

## January 2007

		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						

## March 2007

					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			

## May 2007

			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					

## July 2007

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							



# Web Advertising Rates

## Learn how to reach students through their favorite medium—the web!

The NT Daily prices online ads by the percentage chance individual visitors have of seeing each ad. Ads of a given size are set to rotate with ads of similar size on a random basis. In a standard month, www.ntdaily.com receives between 150,000 and 200,000 views by visitors.

- Ads with light rotation typically reach 5-10% of visitors.
- Ads with average rotation reach 20-25% of visitors.
- Ads with heavy rotation typically reach 30-40% of visitors.



## Make yourself a constant presence on the NT Daily website and earn a better return on your advertising investment.

- 15% discount for a 12-month commitment to www.ntdaily.com
- 5% discount for a 6-month commitment to www.ntdaily.com

## Streaming Video Sponsorship

Place your ad before and after streaming video on ntdaily.com's website.  
**\$100/video or \$1000 for exclusive semester coverage**

## Online ad sizes

(in pixels)

- Banner** - 486X60
- Card** - 300X250
- Skyscraper** - 120X240
- Button** - 120X120
- Badge** - 120X60

## Cost With Print ads\*

Package Description	Rotation		
	Light	Average	Heavy
1 Month Banner	\$180	\$315	\$450
1 Month Card	\$160	\$280	\$350
1 Month Skyscraper	\$140	\$245	\$300
1 Month Button	\$120	\$210	\$250
1 Month Badge	\$100	\$165	\$200

## Cost Without Print ads\*

Package Description	Rotation		
	Light	Average	Heavy
1 Month Banner	\$240	\$420	\$600
1 Month Card	\$200	\$350	\$500
1 Month Skyscraper	\$180	\$315	\$450
1 Month Button	\$160	\$280	\$350
1 Month Badge	\$140	\$245	\$300

\*The "with print" discount applies to clients, not agencies, currently running print ads. If an agency wishes to claim the "with print" discount, the client for whom the agency is placing the ad must be running concurrent print advertising.

# Classifieds

## Check out our new online classified system!

Add photos, edit text, and place ads, all from your own computer.

Go to [www.ntdaily.com](http://www.ntdaily.com) and click on classifieds for more details.



Phone: 940-891-6802  
 Fax: 940-565-4659  
 Email: [dailyads@unt.edu](mailto:dailyads@unt.edu)  
[www.ntdaily.com](http://www.ntdaily.com)

In Person: GAB 101, Corner of Avenue B and Mulberry

**CLASSIFIEDS**

**Announcements**  
 Publications: **Books**  
 Please read your ad in the first 10 days of the publication. The publisher assumes no financial responsibility for ads not in accordance with our terms. We reserve the right to accept or reject any ad. Liability shall not exceed the cost of the notice except by the error on the first insertion, only. The advertiser, and not the newspaper, is responsible for the content of the ad. The newspaper reserves the right to report charges, insert or properly classify an ad, and meet its obligations to its subscribers.

**FOR RENT**  
 ST MOVE IN SPECIAL! Call, 1 and 2 bedrooms. No deposit. Free apartment. Call 940-565-4659. **FOR RENT**  
 1-2 BR. 1000 sq. ft. Call 940-565-4659. **FOR RENT**  
 1-2 BR. 1000 sq. ft. Call 940-565-4659.

**Help Wanted**  
**ALAN HENTRICH**  
 (940) 451-1123  
 Check Over 1000 sq. ft. for \$1000. Call 940-565-4659.  
**YOLIN GERMAN**  
 (940) 565-4659  
 Arthur Teller Brand New. 2000 sq. ft. Call 940-565-4659.  
**Help Wanted**  
**SHARIS FUN FUN FUN!**  
 I'm looking for a fun, energetic, and outgoing person to join my team. Call 940-565-4659.  
**Help Wanted**  
**SENIOR JOB**  
 Looking for a senior person to join my team. Call 940-565-4659.  
**Help Wanted**  
**OSINTE ADVISOR**  
 Looking for a person to join my team. Call 940-565-4659.  
**Help Wanted**  
**OSINTE ADVISOR**  
 Looking for a person to join my team. Call 940-565-4659.  
**Help Wanted**  
**OSINTE ADVISOR**  
 Looking for a person to join my team. Call 940-565-4659.

**Location, Location, Location**  
 Pre-Lease Now For Fall  
 Eagle's Landing  
 ADAM & ANNE'S BEAUTY  
 VISIT OUR WEBSITE AT [ADAMBEAUTY.COM](http://ADAMBEAUTY.COM)  
 We have other properties including condos, homes, town homes, duplexes and apartments (940) 565-4902

**Sponsor our puzzles and get your ad here! - (940) 565-2851**

**su do ku** Sudoku requires no calculation or arithmetic skills. It is essentially a game of placing numbers in squares, using very simple rules of logic and deduction.

The objective of the game is to fill all the blank squares in a game with the correct numbers. There are three very simple constraints to follow. In a 9 by 9 square Sudoku game:

- Every row of 9 numbers must include all digits 1 through 9 in any order
- Every column of 9 numbers must include all digits 1 through 9 in any order
- Every 3 by 3 subsection of the 9 by 9 square must include all digits 1 through 9

7		6		3	8			
	2	5					9	
5	3	1	9					
9		3	2		4	8		
	1					6	5	
3	2	7	6					5
8				9	4	3	2	
	5		7	1				
		4	2	8			6	

1	6	3	2	8	5	7	4	9
4	5	7	9	6	1	8	3	2
8	2	9	3	4	7	5	1	6
3	4	1	7	5	6	9	2	8
2	8	5	1	3	9	4	6	7
7	9	6	8	2	4	1	5	3
6	1	2	4	9	8	3	7	5
9	3	4	5	7	2	6	8	1
5	7	8	6	1	3	2	9	4

4 / 21 ANSWERS

### Open rate

**\$5.00 per day (for first 10 words)**

- 15¢ for each additional word
- Runs online and in the paper

### Student rate

**\$3.50 per day (for first 10 words)**

- 15¢ for each additional word
- Must purchase in person
- No frequency discounts apply

### Display rate

The standard display rate applies to all classified display ads; however, classified display ads are guaranteed a position within the classified section.

**\$8/inch fall and spring\***

### Classified frequency discounts

Frequency discounts for the classifieds apply only to open rates.

- 4-11 insertions = **10% discount**
- 12-35 insertions = **25% discount**
- 36+ insertions = **40% discount**

**Sponsor Sudoku!**

**\$100/wk or \$325/month**

Get premium placement for your business or event!

**Call 940-565-2851 for more details.**

# Special Sections

Special sections have special deadlines. Ask your rep for details.



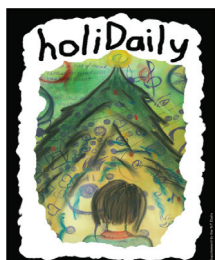
## Homecoming

This popular issue reaches students, parents, and alumni in the paper during Homecoming week and again at the game day celebration. **Early September**



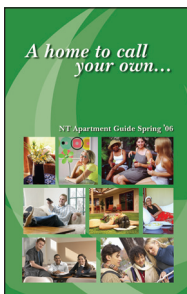
## Daily Dead

Our new Halloween issue features killer content and diabolical design. **Halloween**



## Holidaily

Gift guide, semester wrap-up, and holiday preview—The Holidaily has them all. **Early December**



## Apartment Guide

Don't miss out on the premier Denton living guide. Placement reservations begin in November. **December/January**



## Daily Deals

This pocket-sized coupon book is a favorite among students and clients alike. Space is always limited, so reserve placement early. **January/February**

## Campus Page

Published every Tuesday  
Ads are guaranteed position next to a listing of campus events.

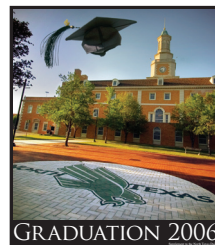
## Entertainment Page

Published every Thursday  
Ads are guaranteed position next to a listing of Denton events.



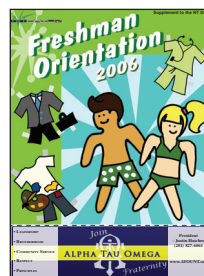
## Spring Feature

From the state of UNT to the fashion spread, you never know what our spring feature will hold. **Early April**



## Graduation

More of a tradition than an issue, this edition reaches graduates and their families. **Early May**



## Freshman Orientation

This edition distributes to all new freshman in their orientation materials. Be the first thing new students see! **Early June**



## Back to School

Our Back-to-School issue reaches new students as they move into the dorms and all students on the first day of class. **Late August**

## Electronic Submission - [dailyads@unt.edu](mailto:dailyads@unt.edu)

Acceptable file formats are:

**PDF** - this format is preferred. All fonts must be embedded.

Nothing in the art should be RGB. The ad must fit the size sold.

**EPS** - if this format is used the fonts must be included. Nothing in the art should be RGB.

- Black and white art should be sent as grayscale.
- Four color art should be sent as CMYK.
- Spot color art needs to be sent as pdf's with color separations.
- All art must be sent at 200 dpi or higher.
- All electronic files must be included with a faxed hardcopy. (940) 565-4659
- The NT Daily can not guarantee quality of reproduction if specifications are not met.

## Terms of Payment

The North Texas Daily requires payment in advance for all advertising unless the advertiser has an established credit account with the North Texas Daily. Prepayment is defined as cash with copy by deadline. The North Texas Daily rejects any advertising without verification of prepayment. All advertising is subject to the terms and provisions of the current rate card. Prepayment is required for all bars/clubs and political/transient advertisers. Accounts will incur a fee of \$25 any returned check, and, if applicable, forfeit their credit accounts.

## National Representative Firms

National rep firms with less than one year business history must prepay. All national rep firms must pay outstanding balances within 60 days of advertising. If payment is not received within 60 days, all subsequent advertising will be cancelled until payment is rendered.

## Credit Accounts

The North Texas Daily may, upon application, extend a credit account to clients with whom we have established relationships. The North Texas Daily invoices accounts on a weekly basis. Invoices that remain unpaid over 30 days from billing date are subject to a finance charge of 1.5% per month, and all discounts earned will be considered void. The North Texas Daily business office will place a hold on any accounts that remain unpaid past 60 days. Accounts that remain unpaid for 90 days will be turned over to a collections agency; these accounts will no longer be eligible for credit through the North Texas Daily.

## Cancellations and Copy Changes

The North Texas Daily allows cancellation or copy change of advertising space at no charge until the regular placement deadline. In the event of a cancellation, the North Texas Daily will credit your account for the amount of the advertisement. Cancellation may mean the forfeiture of certain time-sensitive discounts. Requests for cancellation or copy change after deadline will be refused and do not release the advertiser from full responsibility for payment of the ad space reserved.

## Late Charges

If the North Texas Daily chooses to accept late copy or late payment, the advertiser agrees to pay the following fees:

- \$1/column inch/day for late payment
- \$1/column inch/day for late copy

For the purpose of assessing late fees, the first day begins at the regular issue deadline and ends at the close of business that day. Consecutive days begin and end with the standard business day, 8 a.m. – 5 p.m., CST.

# Policies

## Errors and Liability

The North Texas Daily shall not be liable for typographical errors that do not lessen the value of the advertisement. The liability for content errors in any ad submitted as print ready is zero except in the case of omission. The maximum liability for an omitted ad shall be limited to publishing the advertisement in a subsequent issue at the regular rate. The North Texas Daily's liability for any error is limited to the cost of space occupied by the error and shall not exceed the cost of the advertisement.

The North Texas Daily may, at its option, issue an adjustment to the account for the prorated cost of the error or publish a replacement ad in a subsequent issue. To receive an adjustment, the advertiser must notify the advertising manager before the next insertion or within five (5) days following a single insertion. The advertiser or agency agrees to assume full liability for content of all ads, as well as any claims arising there of and made against the NT Daily.

## Edits and Rejections

The Student Advertising Manager, Advertising Coordinator and/or Production Director may review any advertising. When necessary, any of the above staff members may request a change or issue a rejection for an ad that fails to meet the North Texas Daily advertising guidelines. The NT Daily does not accept any advertisement that is libelous; promotes academic dishonesty; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, sex, age, color, creed, religion, national origin, sexual orientation, or disability.

## Position

The North Texas Daily will honor requests for position when possible. However, position in the daily paper is not sold, implied, or guaranteed.

## Mail Order

Advertising will be accepted at the discretion of the advertising manager and only if accompanied by payment in advance and a sample of the product being distributed. Advertising requiring money to be sent through the postal system to a P.O. Box address will not be accepted without payment of placement upcharge.

## Other

- Liquidation or going-out-of-business ads must be prepaid by cash or money order or credit card.
- Political advertising must be paid in advance, and the words "Paid Political Advertising" must be set inside the top border.
- Advertisements having the appearance of editorial material must be identified as "Paid Advertising" at the top of the ad, and sponsorship must be clearly identified within the ad or at the bottom of the ad.
- Free notices or editorial copy do not accompany any paid advertisements.
- No advertising will be published in any manner not keeping with good newspaper makeup.
- Advertising containing foreign language must be translated into English to determine content before being published.
- Advertising using a person's name, photograph, or other likeness must be authorized by notarized consent of the person(s) named or involved.

**These terms are revised frequently, please go to [ntdaily.com](http://ntdaily.com) for updated terms.**

The NT Daily is the official student newspaper of the University of North Texas.



UNIVERSITY OF  
NORTH★TEXAS™

Advertising - 940-565-2851 Editorial - 940-565-2353 Fax - 940-565-4659 [dailyads@unt.edu](mailto:dailyads@unt.edu) [www.ntdaily.com](http://www.ntdaily.com)