

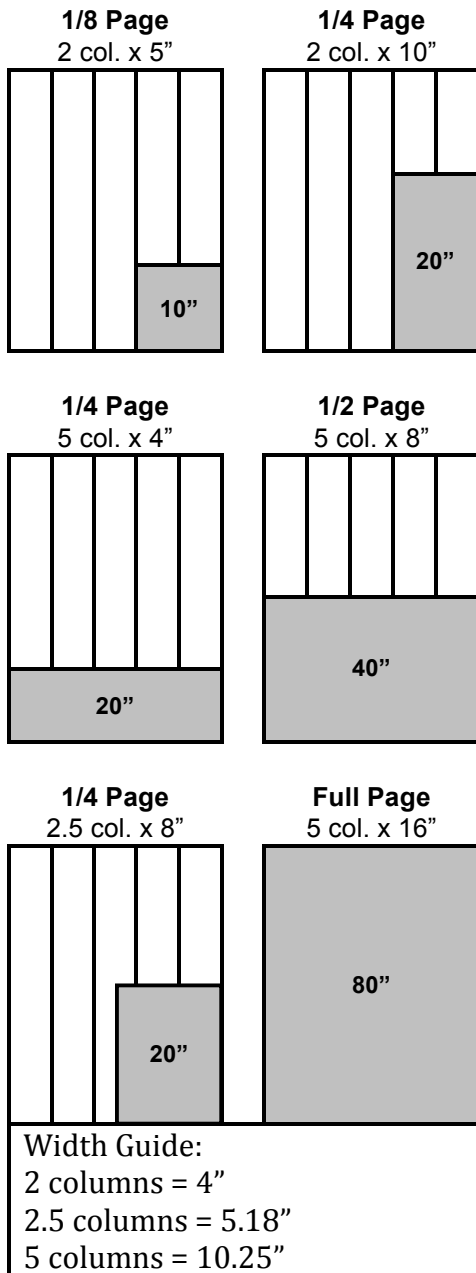
# THE FALCON

SEATTLE PACIFIC UNIVERSITY'S SOURCE FOR NEWS

## WHY ADVERTISE WITH THE FALCON?

The Falcon, both online and in print, is the premiere source for news and event information on the SPU Campus. Our paper reaches over 2,000 students and staff each week, while our online edition receives over 5,000 hits a week. Ads placed in our publications are exposed to thousands of students who are constantly looking for great deals, fun new places to eat, and exciting things to do. Give us a call and reach out into the SPU community!

## AD SIZES AND ARRANGEMENT



## ADVERTISING INQUIRIES

Matthew McGrath | Business Manager

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Phone | 206.281.2104

## WEBSITE

thefalcononline.com/ads

## STAFF

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## PUBLICATION SCHEDULE

The Falcon is printed every Wednesday during regular academic sessions, and it is distributed to locations across the SPU campus and in local businesses.

### FALL QUARTER 2009

October 7, 14, 21, 28

November 4, 11, 18

December 2

### WINTER QUARTER 2010

January 13, 20, 27

February 3, 10, 17, 24

March 3, 10

### SPRING QUARTER 2010

April 7, 14, 21, 28

May 5, 12, 19, 26

June 2

## SUBMISSION AND DEADLINES

Advertisements must be received one full week prior to desired print date (e.g., to print on Oct. 14<sup>th</sup> the ad must be sent by Oct. 7<sup>th</sup>). Ad art should be sent through email as a .pdf, .jpg, .psd, or other standard format. Please ensure the ad art is at least 200dpi in resolution, and has the correct dimensions in inches.

## PRE-PRINTED INSERTS

The insertion rate for pre-printed inserts is \$0.15/insert, or a flat \$240 for our entire circulation. The maximum size for an insert is 8.5x11", and some inserts may cost extra due to mechanical limitations. Please call or email for deadlines and shipping address.

**\*\*All rates are PER PLACEMENT\*\***

### LOCAL PRINT RATES (EACH)

	1x	4x	9x
Full Page	\$640	\$608	\$544
1/2 Page	\$320	\$304	\$272
1/4 Page	\$160	\$152	\$136
1/8 Page	\$80	\$76	\$68
Col. Inch	\$8	\$7.60	\$6.80

### AGENCY PRINT RATES (NET)

	1x	4x	9x
Full Page	\$760	\$720	\$640
1/2 Page	\$380	\$360	\$320
1/4 Page	\$190	\$180	\$160
1/8 Page	\$95	\$90	\$80
Col. Inch	\$9.50	\$9	\$8

### NON-PROFIT RATES

	1x	4x	9x
Full Page	\$480	\$456	\$408
1/2 Page	\$240	\$228	\$204
1/4 Page	\$120	\$114	\$102
1/8 Page	\$60	\$57	\$51
Col. Inch	\$6	\$5.70	\$5.10

### STUDENT ORGANIZATION RATES

	1x	4x	9x
Full Page	\$240	\$200	\$120
1/2 Page	\$120	\$100	\$60
1/4 Page	\$60	\$50	\$30
1/8 Page	\$30	\$25	\$15
Col. Inch	\$3	\$2.50	\$1.50

### FULL & SPOT COLOR PROCESS

The Falcon has the ability to print either spot color (one color + black) or full CMYK color process. These costs are in addition to the ad size rate of your choice.

#### NATIONAL RATE

Spot Color: \$325

Full Color: \$375

#### LOCAL/NONPROFIT/SPU/STUDENT

Spot Color: \$275

Full Color: \$325

### PREMIUM PLACEMENT

Want to increase the effectiveness of your ads? Put your ad on the front or back page!

**BACK PAGE:** Add \$100

**FRONT PAGE:** Add \$250

### ONLINE ADVERTISING

Want to reach the maximum amount of students at the lowest cost? Place ads on The Falcon's website, which receives over 20,000 visitors a month. Pricing starts at **\$15 CPM** in the following sizes:

728x90 – Leaderboard

120x600 – Skyscraper

300x250 – In-text Rectangle

### PAYMENT POLICIES

Advertisers will be billed within 14 days of print, and payment is due within 30 days of invoice date. One complimentary copy of The Falcon newspaper will be included with your invoice as proof of print. Invoices still outstanding after 30 days of invoice date will be subject to a 2% of total balance surcharge per week. Outstanding invoices after 90 days will be considered delinquent and disqualify you from advertising with The Falcon in the future.

Payment is by check only. Please make checks out to "Seattle Pacific University" and send to:

Seattle Pacific University  
The Falcon – ATTN: Matt McGrath  
3307 3<sup>rd</sup> Ave. W  
Seattle, WA  
98109

### THE FINE PRINT

Rates and deadlines are subject to change without individual notice. The Falcon does not assume any financial responsibility for print errors or omissions, though we will gladly reprint ads that originally printed misshapen, pixelated, or otherwise not in accordance with your order.

The advertiser and/or agency assumes liability for all content of ads and inserts, and also assumes responsibility for any claims arising which are made against The Falcon, including any relevant legal and/or attorneys' fees. All advertising is subject to acceptance. We reserve the right to reject images and ad copy at our sole discretion any time prior to publication.

Advertisements that are cancelled after the deadline will not be invoiced. Any ad art not received before the deadline, barring any extra communication, will void the order.