

NEW UNIVERSITY  
UNIVERSITY of CALIFORNIA • IRVINE



MEDIA KIT  
2012-2013



THE OFFICIAL CAMPUS NEWSPAPER OF THE UNIVERSITY of CALIFORNIA, IRVINE SINCE 1968

The University of California, Irvine is located in the city of Irvine amidst the energetic lifestyles of Southern California. With a city population of over 212,375 incorporated within 65 miles\*, the city of Irvine is host to the second largest and one of the fastest-growing campuses in the 10-campus University of California system.

With a campus population of nearly 42,000 students, faculty, and staff, the University of California, Irvine's official campus newspaper, the New University, has been the primary newspaper and information source serving the campus and Irvine community since its founding in 1968.

The New University is the only on-campus newspaper developed by the students for the students, faculty and staff of the University of California, Irvine. It is the most viable and strategic way to reach the entire campus community at any one time. The New University strives to continuously communicate issues of interest and importance to the readers of the campus and Irvine community.

Advertising with the New University gives a unique opportunity to reach this diverse and strong market you desire to obtain. The New University makes it effortless for you to advertise in, as well as see the end results. Our team is dedicated to assisting in meeting your goals and marketing needs throughout the year.

\*City of Irvine 2012

2012							2012							2012							2012						
Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat
2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12
23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
30																											

2013							2013							2013							2013						
Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat
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	1	2
13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9
20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23

2013							2013							2013													
Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat							
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12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8
19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22

2013							2013							2013															
Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat									
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8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13
22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
29	30	31	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

2013							2013							2013															
Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat									
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	
8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6
15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13
22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
29	30	31	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

SPECIAL ISSUES		
FALL QUARTER	WINTER QUARTER	SPRING QUARTER
Sept. 25 <sup>th</sup> : Welcome Week	Jan. 8 <sup>th</sup> : Back-to-School	Apr. 2 <sup>nd</sup> : Back-to-School
Oct. 2 <sup>nd</sup> : Back-to-School	Feb. 12 <sup>th</sup> : Valentine's	Apr. 16 <sup>th</sup> : Celebrate UCI
Oct. 30 <sup>th</sup> : Halloween	Mar. 12 <sup>th</sup> : Best of UCI	Jun. 4 <sup>th</sup> : Graduation
Dec. 4 <sup>th</sup> : Winter Holiday		

## NEW UNIVERSITY READERSHIP

Enrollment (Fall 2011)

Undergraduate	22,004
Graduate	5,185
<b>TOTAL STUDENTS</b>	<b>27,189</b>

Freshmen  
New Freshman Enrolled (Fall 2011)

5,115

**TOTAL CAMPUS POPULATION:**  
**41,478**

Work Force (Fall 2011)

Faculty/Academics	22,004
Administration/Staff	5,185
<b>TOTAL Employees</b>	<b>14,082</b>

- New publication every Tuesday during the academic school year, September through June.
- 95% pick-up rate on average among the UCI population with issues shared among 2-4 people.
- 8,000 print circulation is distributed every week among a nearly 42,000 campus population.
- Free distribution to over 80 locations covering the entire campus as well as local retail locations and the UCI Medical Center
- Award-winning advertising and editorial content since 1968
- Worldwide access to the weekly editorial content at [www.newuniversity.org](http://www.newuniversity.org) & [www.newu.uci.edu](http://www.newu.uci.edu)
- Online Digital Edition and Apps for additional exposure.

## CAMPUS ACCOLADES+

- 4.2 billion annual economic impact in Orange County alone
- Largest employer in Orange County
- Ranked among the top U.S. universities – public and private – in the number of undergraduate applications
- Ranked in the Top 50 “America’s Best Colleges” according to U.S. News & World Report
- One of only 61 members in the U.S. and Canada elected to membership in the prestigious Association of American Universities

+ Data Accurate as of Fall 2012; Sources: University Communications & UCI Office of Institutional Research

## DEADLINES

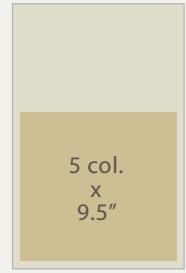
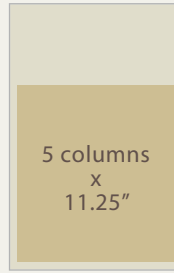
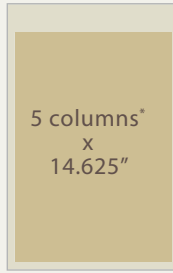
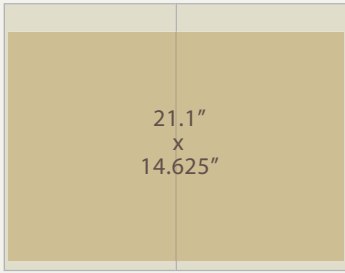
- Display Advertisement Space Reservation: **Tuesday, 3 p.m., PRIOR TO NEXT PUBLICATION**
- Camera-Ready Art: **Thursday, 12 noon, PRIOR TO NEXT PUBLICATION**
- Classified Advertisement: **Wednesday, 5 p.m., PRIOR TO NEXT PUBLICATION**
- Online Advertisements: Will begin when requested
- Pre-printed Inserts: 14 business-day reservation, 8 business-day insert delivery to the printer

## GENERAL INFORMATION

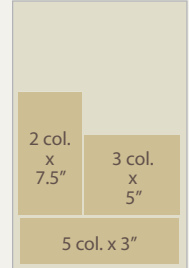
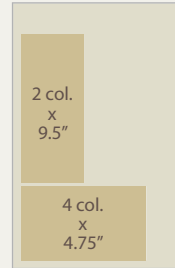
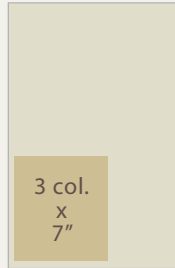
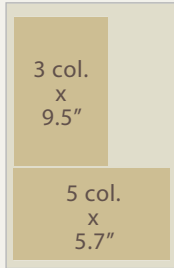
PERSONNEL		
Contact	Phone	Email
Natasha Monnereau Advertising/Production Manager	949.824.4284	admanager@newu.uci.edu
Stephanie Bai Lead Advertising Executive	949.824.4592	sales@newu.uci.edu
Mina Choe Advertising Executive	949.824.5604	ads@newu.uci.edu
Elmore Villaruel Advertising Executive	949.824.1737	advertising@newu.uci.edu
Jake Gavino Graphic Designer		art@newu.uci.edu
INQUIRY		
Classifieds		admanager@newu.uci.edu
Newsroom	949.824.4285	newmanager@newuniversity.org
Fax	949.824.4828	
HOURS		MAILING ADDRESS
Monday-Friday 8:00 a.m. - 5:00 p.m. (when campus is open)		New University 3100 Gateway Commons, 3rd Floor Irvine, CA 92697-4250
WEB		INTER-DEPARTMENT MAIL ONLY
newuniversity.org and newu.uci.edu		New University • Zot Code 4250

We speak Korean, Tagalog, Spanish, Mandarin and Ilocano.

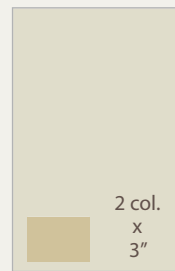
# ● RETAIL ADVERTISING RATES 2012-2013 ●



Frequency	Double Truck (2-page spread)	Full Page	3/4 Page	2/3 Page
1x	\$1,751/ad	\$812/ad	\$681/ad	\$565/ad
5x		\$680/ad	\$529/ad	\$442/ad
10x (+)		\$644/ad	\$498/ad	\$416/ad



Frequency	1/2 Page	1/3 Page	1/4 Page Deluxe	1/4 Page	1/5 Page
1x	\$453/ad	\$349/ad	\$257/ad	\$233/ad	\$184/ad
5x	\$353/ad	\$291/ad	\$214/ad	\$194/ad	\$165/ad
10x (+)	\$331/ad	\$275/ad	\$203/ad	\$183/ad	\$157/ad



Frequency	1/6 Page	1/8 Page	8 inches	6 inches	4 inches
1x	\$147/ad	\$123/ad	\$101/ad	\$76/ad	\$50/ad
5x	\$136/ad	\$115/ad	\$95/ad	\$68/ad	\$45/ad
10x (+)	\$125/ad	\$104/ad	\$83/ad	\$62/ad	\$42/ad

## COLOR RATES

FULL COLOR...\$300

SPOT COLOR...\$150

\* 1 column = 1.96 inches

(4-Color Process) CMYK

# ADDITIONAL ADVERTISING OPTIONS

## FRONT PAGE ADVERTISING

Get the competitive advantage of having your advertisement seen first! These ads are premium placements that will gain the edge on competition and attention of your niche market.

ADVERTISEMENT TYPES		
<b>Premier Double Truck</b> » Ad folds from front to the back of the newspaper » The newspaper content will start on page 2 or 3 » Full-Color » Premium Placement 	<b>Front Page Banner</b> » Ad will be placed at the bottom of the first page. » Full-Color » Premium Placement 	<b>Wrap</b> » Ad will be placed on the bottom of the page, wrapped around the front and back » Full-Color » Premium Placement 
<b>\$3300</b>	<b>\$695</b>	<b>\$850</b>

Space is limited to first-come advertisers. Please contact the Advertising Manager for availability and additional premium placement options.

## INSERTS

Free-standing print inserts are perfect for gaining immediate attention that can be pulled from the newspaper for direct use.

INSERTS (PRE-PRINTED)		
RATES	SIZES	COPIES
1-4 pages ..... \$975.00	Minimum: 4"x6"	Minimum: 8,250
5-8 pages ..... \$1195.00	Maximum: 11"x17"	Maximum: 8,500

Any insert over 11"x14" must be folded in half prior to submission. Space reservation notice must be made 14 business days prior to issue, and an example of the insert must be sent via mail or PDF to the Advertising Manager for approval and reservation. All inserts must be sent to the printer for submission no later than 8 business days prior to issue print. Contact [neuadmgr@uci.edu](mailto:neuadmgr@uci.edu) for printer address.

Also available are Post-it notes!  
Call us for more details!



## COUPON CORNER

Provide a coupon for your business for a minimal fee and be featured in the Coupon Corner! A six inch ad is only \$50!  
Call us for more details!



## ONLINE ADVERTISING

Stand out digitally! The *New University* online offers a non-stop way to advertise 24-hours a day. Advertisements are not just on the homepage like other sites, but are also on each main section tab page. Advertisements will be seen on both *New University* websites for one price. Space for tiles is exclusive and limited!

ADVERTISEMENT TYPES		
<b>Text Links</b> (Dept./Org. Name Only) <small>*3 month commitment</small> <b>\$35.00</b>	<b>Tile Ad</b> <b>Medium Rectangle</b> (300 x 250 pixels) <b>\$185.00</b>	<b>Full Banner</b> (468 x 60 pixels) <b>\$185.00</b>

Advertising rates are per month. Please submit artwork to [neuadmgr@uci.edu](mailto:neuadmgr@uci.edu) on disk or provide the URL in which the artwork can be found. Artwork can be submitted as a JPEG or GIF (animation acceptable in GIF format). Advertisements may also be designed by our own graphic artists free of charge.

# ADVERTISING POLICY 2012-2013

## ADVERTISEMENT PLACEMENT

**Advertisement Submission:** The preferred method for submitting display, online and/or specialized advertising (inserts) is to make advertisement space reservations to the Advertising Manager or your Advertising Executive via phone and/or email and email your advertisements to [neuadmgr@uci.edu](mailto:neuadmgr@uci.edu) (or your respected representative). The preferred method for submitting all requested advertising is to make advertisement space reservations via phone and/or email and email your advertisements to [neuclassifieds@uci.edu](mailto:neuclassifieds@uci.edu). Walk-ins are welcome. Ad copy may not be faxed. If mailing the advertisement, send CD to Attn: Advertising Manager, New University Newspaper – UC, 3100 Gateway Commons, 3rd Floor, Irvine, CA 92697-4250 allowing for sufficient delivery time. No hard paper copies. No advertising material will be returned unless accompanied by specific instructions.

**Approval:** All advertising is subject to acceptance by the Advertising Manager of the New University, who reserves the right to reject copy at his/her sole discretion any time prior to publication under any circumstance without reason. The New University reserves the right to refuse advertising containing obscene, racist, sexist, false/misleading claims or other inappropriate content. No advertisements will be accepted that discriminate on the basis of race, creed, color, religion, familial status, sexual orientation, national origin, age, sex or physical handicap, but not limited to these. The New University does not allow specific types of products and services for advertising – please call for specific types. The New University has the right to edit content as deemed necessary in order to receive approval for print; approval will be granted from advertiser once changes have been made.

**Liability:** The advertiser and/or agency agree to assume full and complete responsibility and liability for the content (including text, illustrations and copyrights) of any advertisements placed in the New University.

**Publishing:** The New University will make all efforts to see that all advertising submitted is published as accepted by the New University and that all pre-printed inserts are distributed as ordered. The New University will not assume responsibility for any damages resulting from not doing so. No advertisement is accepted until published.

**Positioning:** Ad space location/position is not guaranteed but can be requested to the Advertising Manager.

**Political Advertisements:** Must conform to California campaign disclosure laws. These must show clear endorsement, i.e. "Paid for by (Candidate or Group)." All political-related advertisements will have placed upon them "Paid Advertisement" and other UC-related disclosures.

**Advertisers:** Any advertisement that simulates news can be set in-body, but must carry the words "Paid Advertisement" and other UC-related disclosures at the top of the advertisement or the Advertising Manager will place it there after communicating to said party of doing so.

## RATES, CONTRACTS, CANCELLATIONS & PAYMENT TERMS

**All rates are net and are NOT commissionable.** All rates are subject to change and will be given a 30-day notice if done so. Advertiser agrees to the Advertising Policy 2011-2012 with the New University once advertising is established either in contract and/or print/online submission, space reservation and once advertisement is published.

**Display Advertisements:** Advertisers without a contract will be charged at the open rate and/or 1x frequency rate. A contract must be signed with the New University to receive all frequency discounts. Should an advertiser fail to fulfill the total inches or consecutive issues contracted within the specified time period, all advertising inches used will be charged back to the best earned frequency discount and the advertiser agrees to pay, at termination, the additional payment required for the short-rate fee assessed.

**Classified Advertisements:** Boxed classifieds are on a prepayment basis only with all total advertisement costs being paid in-full prior to first publication. If the boxed classified advertisement must be canceled, a one-week notification must be given in writing to the Advertising Manager and a refund will be given for advertising not completed. Name, address and phone number must be provided by all advertisers. Sales/Help Wanted ads must state commission versus salary percentage with additional requirements needed. Any classifieds deemed as a "scam" will be removed and no refund will be given. Verification of classified can be made if needed.

**Student Advertisements:** Student classified and club/organization advertisements are on a prepayment basis only with all total advertisement costs being paid in-full prior to first publication.

**Online Advertisements:** Online advertisements are charged on a monthly basis only. Text link advertisements are on a prepayment basis only with all total advertisement costs being paid in-full prior to first month of advertising. Three-month minimum is required for text links. Contact, company name, address, phone/fax number and email must be provided by all advertisers.

**Methods of Payment:** Visa, MasterCard, American Express, and Discover; cash or checks made payable to ASUCI are accepted. There is a \$25 charge for returned checks. All credit card payments must include name, company name, billing address, phone/fax, email, security code and expiration date and submit front/back copy of the credit card with valid identification.

**Terms:** All advertising must be pre-paid. Accounts in good standing may request Net 30 days payment. A credit card must be held on-file by all advertisers and will be charged if the Net 30 terms are not met, unless otherwise deemed unnecessary by the Advertising Manager. All prepaid advertising must be made prior to first publication or month if online. Billing is done on a weekly basis, but can be requested on a per-month basis. Accounts that are not paid after 90 days will be refused all further advertising until the past due amount is paid in-full with a credit card on file and/or other form of acceptable payment, as deemed by the Advertising Manager, to reinstate a good standing with the New University for further advertising. A credit card must be placed on-file if the advertisers has defaulted on the Terms at any point. Any accounts that go into collections or to a collection agency may be charged an additional 1.25% of the total advertising costs in collections for fees incurred. Advertiser agrees to pay all necessary costs of collection, including legal fees. In the event that suit is instituted to collect any amounts due, the advertiser promises to pay such additional sums as the Court may adjudge reasonable, as well as Attorney's fees, in said suit.

**Tearsheets:** Tearsheets and a full issue will be sent to all advertisers upon request.

**Other Publications:** If you wish to use an advertisement designed by our artists in a publication other than the New University, there is an extra \$50 fee. You will receive the original artwork on a CD.

**Logo Design:** Our designers can provide you with an effective logo at an affordable rate of \$75. The logo will be used in your advertisement, plus you will receive all original artwork on a CD.

**Cancellation Fee:** Display advertisements cancelled after deadline for publication are subject to a service charge of 50% the cost of the advertisement and will be removed from the publication. Inserts cancelled after deadline for publication will be charged the full amount of insertion and cost of returning any items. Communication must be made directly to the Advertising Executive(s).

## PREFERRED ADVERTISEMENT FORMAT

**Formats Allowed:** PDF, EPS, TIFF, Illustrator, Photoshop, InDesign files (include all fonts, graphics and related files). All fonts must be included or converted to outlines. All graphic files must be at least 300 dpi. For color advertisements, please save all artwork and photos in CMYK color mode. Email all camera-ready art to: [neuwart@uci.edu](mailto:neuwart@uci.edu). Artwork may be sent via mail as well in addition to delivering it in person to the New University offices. Please contact the Advertising Manager with any questions or concerns. All changes made to artwork as requested to the New University will require a signature and/or written approval when finalized unless on the contingency that if approval is not given prior to the deadline, the advertisement will run-as is based on latest change.

## ERRORS & ADJUSTMENTS

Errors in your advertisement must be brought to the attention of the Advertising Manager within 10 business days upon receipt of tearsheet to be eligible for a make-good advertisement. The New University's liability, if any, will not exceed the original cost of the incorrect advertisement. Credit given for the first incorrect insertion only. The New University is not responsible for any incorrect insertions thereafter. The original copy and instructions must be clear and legible. The New University is not responsible for incorrect copy submitted by the advertiser. Adjustments will be based on how much the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Manager. Our liability does not extend to advertisements after a proof has been approved. The New University is not responsible nor does it guarantee traffic, hits, or said business to advertiser's company and/or cause; including agency placements. The advertiser and/or agency assumes full responsibility of advertising placement and all content placed within the advertisement itself as well as any concerns, complaints, and/or issues brought about in regards to the advertisement.

## MEMBER OF:



CNBAM

THE OFFICIAL CAMPUS NEWSPAPER OF THE  
UNIVERSITY OF CALIFORNIA, IRVINE SINCE 1968