

ADVERTISING POLICY 2010-2011



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 Representative via phone and/or email and email your advertisements to newuads@uci.edu or your respected representative. The preferred method for submitting all classified advertising is to make advertisement space reservations to the Classified Representative via phone and/or email and email your advertisements to neuclassifieds@uci.edu. Walk-ins are welcome. Ad copy may also be faxed (text or rough layouts only; fax quality does not allow graphic elements to be used in an ad). If mailing the advertisement, send CD to **Attn: Advertising Manager, New University Newspaper – UCI, 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 subject to acceptance by the Advertising Manager of the New University, who reserves the right to reject copy at their sole discretion anytime prior to publication. 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.

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.

Advertorials: 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.

PREFERRED ADVERTISING 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 200 dpi.** For color advertisements, please save all artwork and photos in CMYK color mode. Email all camera-ready art to: newuads@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 Production Supervisor with any questions or concerns.

RATES, CONTRACTS, CANCELLATIONS AND 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 2010-2011 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 cancelled, a 1-week notification must be given in writing to the Classified Representative 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. 3-month minimum is required for text links. Contact, company name, address, and phone/fax number, and e-mail must be provided by all advertisers.

Methods of Payment: Visa, MasterCard, American Express, and Discover, cash, or checks made payable to UC Regents are accepted. There is a \$10 charge for returned checks. All credit card payments must include name, company name, billing address, phone/fax, email, security code, and expiration date.

Terms: Payment of advertisement is due and payable in full within 30 days from receipt of invoice – net 30-days. 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 for prepayment to reinstate a good standing with the New University for further advertising. 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.

Prepayment: Prepayment discounts may be given but is to the sole discretion of the Advertising Manager.

Tearsheets: Tearsheets and a full issue will be sent to all advertisers excluding classifieds, online, and student advertising.

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 Representative(s).

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

AP ASSOCIATED COLLEGIATE PRESS

CEM

SOCIETY OF PROFESSIONAL JOURNALISTS

COLLEGE MEDIA ADVISERS