

ADDITIONAL ADVERTISING OPTIONS

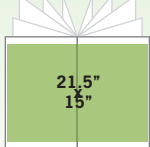


FRONT PAGE ADVERTISING

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

Premier Double Truck



- » Ad folds from front to the back of the newspaper
- » The newspaper content will

- start on page 2 or 3
- » Full-Color
- » Premium Placement

\$3300

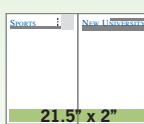
Front Page Banner



- » Ad will be placed at the bottom of the first page.
- » Full-Color
- » Premium Placement

\$695

Wrap



- » Ad will be placed on the bottom of the page, wrapped around the

- front and back
- » Full-Color
- » Premium Placement

\$850

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

1-4 pages.....\$975.00
5-8 pages.....\$1175.00

SIZES

Minimum: 4"x6"
Maximum: 11"x17"

COPIES

Minimum: 8,250
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 at:

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 1 price. Space for tiles is exclusive and limited!

ADVERTISEMENT TYPES

Text Links

(Dept./Org. Name Only)

\$35.00

*3 month commitment

Tile Ad

(300 x 250 pixels)

\$185.00

Leaderboard or Footerboard

(468 x 60 pixels)

\$185.00

Advertising rates are per month. Please submit artwork to newuadmgr@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.

WEEKLY SPECIAL SECTIONS



Discounts and special deals are more important than ever! Promote most any type of service or product here with your available discounts and help the campus save more everyday.



Help the campus stay healthy and well throughout the year. Let everyone know how to make their daily lives more positive and keep them feeling well by placing wellness products and services here.



When they cannot live on-campus, show them where to live off-campus. Highlight your living community in this section from apartments to homes and show that great OC living is just around the corner.



When students are not studying and faculty/staff are not working, show them what makes Irvine and Orange County great. Promote your business to gain an all-access pass to our diverse campus.