

Advertising Policies and Guidelines

- 1 Advertising deadlines are set one week prior to publishing. For sales, the advertising contracts need to be submitted at that time to secure a position in the next edition. Ads purchased after deadline will only be placed if space is available. This deadline gives us time to make minor changes to existing ads or to place ads that you have created. However, for ads that need to be created and designed, more time will be needed. If this is your first advertisement, you will need to allow extra time for development.
- 2 A proof may be requested for ads designed by our staff. Proofs will be sent no later than Thursday before the publication date and will be the final proof unless otherwise notified. All changes to be made must be submitted by 3 p.m. Friday before publishing. A second proof will be sent only if deemed necessary by our staff. Late changes to design will only be accepted if they greatly affect the content of the ad.
- 3 All artwork must be submitted in one of the following electronic formats: PSD, JPEG, INDD or PDF. A fax is acceptable to submit text for ads being designed by our staff; however, text will be retyped for final art. Ads created in Publisher must be saved or exported into a PDF Documents Please note that we can not make changes to these files.
- 4 All property rights including any copyright interest to any advertisement produced using artwork, creative ability and/or typography furnished or arranged by the Liberty Champion will be property of the Liberty Champion. No such ad or any part thereof may be reproduced in other publications without prior written consent of the Liberty Champion.
- 5 The Champion reserves the right to edit, modify, classify, reject or cancel any advertising deemed objectionable, whether in subject matter, illustration or content at any time. This includes the right to re-border or reduce advertisements in order to accommodate page column widths or to insert the words "Paid Advertisement" at the top or bottom of any advertisement simulating news material.
- 6 Ads must in no way represent products, activities or morality that are in opposition to the Liberty Way (student conduct policy handbook) or openly against the doctrines held by Liberty University. This may include but is not limited to alcohol use, tobacco or drug use, sexuality (including immodesty) or opposing religions and ideas. Ads that contradict university policy will be altered or rejected depending on content.
- 7 The Liberty Champion does not guarantee ad position. Ads will be placed in accordance to the design and layout of the issue. Ads may be placed by request in a specific location only if the layout and design are compatible. Failure to meet position requests will not constitute cause for adjustment, refund or rerun.
- 8 It is the responsibility of the advertiser to notify The Liberty Champion if an error has occurred in an ad within one week after publication. Error notification later than one week will receive no attention. Make-good and credit adjustment disputes will be considered on an individual basis. Adjustments will be made only for the portion of the ad in error and only for the first insertion of the ad. No allowance will be made for errors that do not materially affect the value of the advertisement as determined by The Liberty Champion.
- 9 Credit will be established on a per client basis. Payment is expected within 30 days of publication date. Accounts with a balance of more than 30 days past due may be subject to a 1.5% service fee of the total unpaid account balance. Other penalties may include but are not be limited to refusal of advertising or require non-refundable payment in advance until credit is re-established.
- 10 Failure to receive invoice or proof is not recognized as a valid reason to withhold payment. Verbal agreements, promises or waivers of any nature not contained in this rate card shall not be binding.

For questions regarding advertising guidelines, please contact Ben Lesley at balesley@liberty.edu or call 434-582-2128.



LIBERTY CHAMPION

1971 University Boulevard • Lynchburg, Virginia 24502
Ben Lesley • 434-582-2128 • balesley@liberty.edu

Spring 2011

why advertise?

With repetition being the key to memory, exposing an advertisement to a consumer at least three times has proven to cause a lasting effect on the human brain.

Full Page 9.889 x 19.25 \$675.67	Half Page 9.889 x 9.625 \$337.83	Quarter Page 4.889 x 9.625 \$168.91
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Think outside these boxes...

- Full Color Ad
- Weekly Specials and Discounts
- Coupons and Inserts
- Custom Designed Ads

Let us help make your ad memorable and bring new and friendly faces to your business. We can design your ad for you at no additional charge!

Showcase your advertisement in our special issues

Welcome Back

Welcome the student body back to town and introduce yourself to new students arriving for the spring semester. Inform them on where to go to spend their Christmas gift cards and cash!

Deadline: January 18 Publishes: January 25

Students will be deciding on where they will spend their Spring break. Do you know where they should go? Many students will be completing mid-term projects and exams. Do you have any specials for this week as they prepare?

Deadline: March 1 Publishes: March 8

College for a Weekend (Feb. 18-21 & April 8-11)

High school students and their parents will visit Lynchburg in hopes of finding the college and city perfect for their lives. How will they know where to go in the area to eat, shop or relax? These dates correspond with the two C.F.A.W. issues.

Deadline: Feb. 1 Publishes: Feb. 8
 Deadline: March 22 Publishes: March 29

Graduation Weekend

As family and friends travel to Lynchburg, the students at Liberty will be winding down the final stretch before graduation. Do you have any deals or products you would like to feature? Do you have live music, or a food special that college students, friends and family would jump at? Remember, this is your last chance to reach our senior class!

Deadline: April 26 Publishes: May 3

For more information on College For A Weekend, visit: www.libertycfaw.com

Spring Break

Circulation and Printing

We are proud to offer exciting new improvements this semester to help you reach potential clients.

• This semester, your advertisement will be reaching a much larger audience. Last semester we placed 5,000 copies in racks around campus, plus 9,000 copies were mailed to friends and alumni in the community, bringing our total circulation to 14,000. Our circulation being 250% larger, we slightly increased our rates last semester. Please note our extremely reasonable advertising rates below.

• Our print location provides us with the latest in print technology. This will ensure that your ad will print more clearly and the colors will be more vibrant.

• Newspaper bins are now located in 10 new locations around campus. A research team has also been created to ensure the correct quantity of papers is delivered to each location to achieve higher readership.

Publication Schedule

Deadline	Proof	Issue
Jan. 18	Jan. 20	Jan. 25
Jan. 25	Jan. 27	Feb. 1
Feb. 1	Feb. 3	Feb. 8
Feb. 15	Feb. 17	Feb. 22
Feb. 22	Feb. 24	Mar. 1
Mar. 1	Mar. 3	Mar. 8
Mar. 22	Mar. 24	Mar. 29
Mar. 29	Mar. 31	Apr. 5
Apr. 5	Apr. 7	Apr. 12
Apr. 12	Apr. 14	Apr. 19
Apr. 26	Apr. 28	May 3



Local Retail Rates

open rate	Column inches	Cost per inch
	Open rate	\$5.85

This is not a commissionable rate. For an account to earn a local rate, its advertising must contain an address or contact in Lynchburg or surrounding area.

local display

Column inches	Cost per inch	Savings
60" - 119"	\$5.55	4%
120" - 179"	\$5.46	8%
180" - 239"	\$5.27	12%
240" - 299"	\$5.07	16%
300" or more	\$4.88	20%

color rates

Open Rate \$8.50 (per col. inch)

Other Rates

political

Column inches	Cost per inch
Open rate	\$5.85

This includes all non-campus (local, county, state and national) ads placed by candidates and/or supporters. Ads must state the name of the purchaser.

non-profit

Column inches	Cost per inch
Open rate	\$3.43

Rate includes all campus and non-campus organizations offering services not-for-profit.

pre-printed inserts

Rate: \$500 4 or more per semester: \$475
 (Inserts available for on-campus publications only)

National Rates

open rate national display

Column issues	Cost per inch
Open rate	\$6.08

national display — recurring

Column issues	Cost per inch	Savings
300" sem/ or 600"/year	\$5.06	20%

Rates are based on total advertising inches for the academic semester. To earn volume discount, account must have a valid, signed contract on file in the Champion advertising office for each semester or academic year. Account will be billed difference between the rate billed and the rate earned on unfulfilled contracts. All contractual agreements are between the Champion and the National Sales Agent.