

Liberty Champion Advertising Kit

The Liberty Champion circulates approximately 4,000 physical copies between campus distribution and our subscription mailing list. Events like CFAW, Homecoming and Commencement bring thousands of additional visitors to campus and papers that come out over breaks have a longer shelf life. This year, each issue will focus on a specific theme you may tailor each ad to, if you wish.

Publication Schedule Fall 2026

Issue	Distribution	Reserve By	Art Deadline	Campus Events	Issue Theme
1	Sept. 9	Aug. 26	Sept. 2		Fresh Start
2	Sept. 16	Sept. 2	Sept. 9		Health & Wellness
3	Sept. 23	Sept. 9	Sept. 16	CFAW (Sept. 17-18)	Missions
4	Oct. 7	Sept. 23	Sept. 30		Fall Sports
5	Oct. 28	Oct. 14	Oct. 21	Fall Break (Oct. 15-16)	Election Coverage
6	Nov. 4	Oct. 21	Oct. 28	Homecoming (Oct. 22-23)	Alumni
7	Nov. 11	Oct. 28	Nov. 4	CFAW (Nov. 5-6)	Gratitude & Military Appreciation
8	Dec. 9	Nov. 25	Dec. 2		Christmas

Print Advertisements

Full Page 10 in. x 16 in. \$600 Inside Pages	All spaces filled Full Page 10 in. x 16 in. \$800 Back Cover	Half Page 10 in. x 7.75 in. \$300 Inside pages only	Quarter Page 10 in. x 3.75 in. \$150 inside pages only	Full Ribbon 10 in. x 1.8 in. \$100 Front page	Limited Space Available Half Ribbon 4.9 in. x 1.8 in. \$50 per ad Front page
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All advertisers also get a standard space on our advertisers page: www.liberty.edu/champion/advertisers. Please provide a square 200x200 image, your mailing address, phone number, social media handles, and a brief description. Featured advertiser space is limited and provided at the discretion of Champion staff based on how much ad space is purchased each semester. Your name will be added to the list after we receive the required information from you and confirm your ad space for the semester. Your name will remain on the list for the entire school year.

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Publication Schedule Spring 2027

Issue	Distribution	Reserve By	Art Deadline	Campus Events	Issue Theme
1	Feb. 3	Jan. 20	Jan. 27		Reset
2	Feb. 10	Jan. 27	Feb. 3		Love
3	Feb. 24	Feb. 10	Feb. 17		Unity
4	Mar. 3	Feb. 17	Feb. 24		Christianity & Culture
5	Apr. 7	Mar. 24	Mar. 31	Spring Break (Mar. 15-19)	Arts & Culture on the Mountain
6	Apr. 14	Mar. 31	Apr. 7		Spring Sports
7	Apr. 28	Apr. 14	Apr. 21		Community Service
8	May 5	Apr. 21	Apr. 28	Commencement (May 13-14)	Commencement

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Liberty Champion Policies

1. Advertising deadlines are set seven days prior to publishing. For sales, the advertising contracts need to be submitted at that time to secure a position in the next edition. This deadline gives us time to make minor changes to existing ads or to place ads that you have created.
2. Advertisers provide their own artwork matching the size specifications for the ad for which the advertiser paid.
3. All artwork must be submitted in one of the following electronic formats: PSD, JPEG, INDD or PDF.
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 advertisement's creator. No such ad or any part thereof may be reproduced in other publications without prior written consent from the designer and 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 except for purchase of ribbon ads on A1 or B1. 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.
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. 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 the director at
ebyoung3@liberty.edu or call 434-582-2428.**

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