

The DoG Street Journal 2007-2008 Advertising Rates and Policies

The DoG Street Journal
Campus Center
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www.dogstreetjournal.com

Advertising Contacts:
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WELCOME

On January 15, 2003, The DoG Street Journal began online publication with thrice weekly updates and a staff of 35 editors, writers, and photographers. Today, The DSJ is the College of William and Mary's first daily newspaper boasting more than 70 staff members and producing a monthly news magazine distributed throughout the College and greater Williamsburg community.

CIRCULATION

The DSJ Online is the W&M student's source for anytime news updates on what's going on around campus. Featuring daily publication while classes are in session, it averages 1,600 site visits per day with weekday traffic sometimes attracting more than 2,200 visits per day. The DSJ Online features state-of-the-art software to track visitor traffic on our website. Please contact us to request traffic information and click-through data for specific time periods.

The DSJ Print is the College's first objective, student-run news magazine. Bringing an investigative, in-depth style of reporting to the College, the news magazine illuminates the issues affecting the William and Mary community. We feature a circulation of 3,000, along with a glossy cover and high print quality that make for an impressive publication with a longer shelf life than most student publications. We also have a subscription service for parents and alumni.

SPECIAL OFFERS AND DISCOUNTS!

Discounts Full Year (8 issues) 25% Pick 4/Semester 15% Pick 3 10% W&M Student Org.* (for full year) 30% 40% W&M Department* (for full year) 20% 30%

POLICIES

Submission - Art, in acceptable formats, can be emailed to your representative. Reps will be as flexible as possible to entertain special requests or specific issue extensions.

Design - Advertisers can choose to have The DSJ design their ad for an additional fee of \$10 or 5% per ad, whichever is higher. Print design submissions must follow the attached deadline schedule. Online design deadlines will vary depending on the publication window de-

sired, and will be set on a case-by-case basis. Proofs will be emailed for approval unless other terms have been agreed upon.

Terms of Advertising -All advertising is subject to the approval of The DoG Street Journal. Placement or page position can be requested but will not be guaranteed. The DSJ is not responsible for errors in advertisements following proof approval or self-submission. Liability for any errors is limited to the first occurrence printed and requests for adjustment must take place within

10 days of publication.

Terms of Payment -Advertisers will be invoiced for the total amount due for each ad on the date of publication. Payment for each ad is expected within 30 days of publication unless otherwise agreed upon.

Accounts unpaid after 30 days will be charged a 5% per month late fee. The DSJ prefers checks as the primary method of payment and they are to be mailed to the address listed above.

Online -The DSJ Online requests .gif images be sent for online ad placement. Please be sure to indicate the URL link to accompany your advertisement.

2007-2008 DSJ Advertising Deadlines:

Publication Date Final Ad Deadline September 10, 2007 September 5, 2007 October 1, 2006 September 26, 2006 November 29, 2006 October 24, 2006 December 3, 2006 December 28, 2006

RATES

The DSJ takes pride in setting the lowest advertising rates for a student publication at the College. However, we strive to meet your needs and if you see a lower price for a comparable ad, please let us know and we will discount our rate.

Print Rates

LOCAL RATES NATIONAL RATES

Full Back Page (color) \$485.00 \$585.00 Half Back Page (color) \$250.00 \$325.00 Full Inside Page (b/w) \$335.00 \$435.00 Half Inside Page (b/w) \$225.00 \$325.00 Fourth Inside Page. (b/w) \$115.00 \$145.00 Eighth Inside Page (b/w) \$55.00 \$75.00

Online Rates

Top Horizontal Banner (FP) \$215.00 Side Vertical Banner (FP) \$195.00 Bottom Horizontal Banner (FP) \$115.00 Square In-Text (S) \$60.00

(FP) -Front Page Only (S) -In Story Only (there will be multiple story ads, each with an equal number of page views). Rates are for a 15-day publication period.

Horizontal Banner -Horizontal ad placed either at the top or bottom of the front page. Vertical Banner -Placed to the right side of the front page. Square In-Text -Placed within text of a story.

Charitable organizations will receive significant discounts -- please contact our business representative for a definitive quote (with discounts) for your advertisement.