

THE RETRIEVER

WEEKLY

UNIVERSITY OF MARYLAND, BALTIMORE COUNTY'S STUDENT NEWSPAPER



retrieverweekly.com

2009-2010

ADVERTISING RATES & INFORMATION

CONTACT INFORMATION

University Center 214
1000 Hilltop Circle
Baltimore, MD 21250

ads phone 410.455.1261
ads fax 410.455.1265

email

ADVERTISING

ads@retrieverweekly.com

BUSINESS

business@retrieverweekly.com

EDITOR-IN-CHIEF

eic@retrieverweekly.com

PRODUCTION

production@retrieverweekly.com

website

<http://www.retrieverweekly.com>

OUR STAFF

The Retriever staff appreciates your business. Please contact us with any questions, comments or suggestions. Our business hours are Monday through Friday, 9 a.m. to 5 p.m.

PUBLICATION DATES

AUGUST 31	JANUARY TBA
SEPTEMBER 7, 14, 21, 28	FEBRUARY TBA
OCTOBER 5, 12, 19, 26	MARCH TBA
NOVEMBER 2, 9, 16, 23	APRIL TBA
DECEMBER 7	MAY TBA

welcome Thank you for your interest in the University of Maryland Baltimore County and *The Retriever Weekly*. The information in this brochure is designed to assist you in reaching the UMBC community; however, Retriever staff members are also available to help build your relationship with the university.

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UMBC in brief UMBC, founded in 1966, is a mid-sized, public research university located just minutes from downtown Baltimore, and only half an hour from Washington, DC. The over 10,000 students enrolled at UMBC come from over 40 states and 70 countries, and 37 percent are registered minorities. The school offers 37 majors and students participate in approximately 20 NCAA Division I sports.

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about TRW *The Retriever Weekly* has served as a prominent source of information for the UMBC campus community for over 40 years. The student-run weekly is distributed across campus each Tuesday. As one of the primary means of communication at the university, the Retriever recognizes and appreciates the shared benefits of advertising, both for the campus as well as for businesses.

readership *The Retriever Weekly's* primary audience is UMBC students, though there are a few local fans. It is distributed freely at approximately 25 locations on campus, and reaches approximately 12,000 students, faculty and staff members each week. There are also subscriptions reaching many parents and alumni, which are available for purchase through the office.

circulation *The Retriever Weekly* is published every Tuesday. The standard Fall and Spring academic term circulation is 5,000 copies per issue. An academic year consists of 28 regular issues, 14 each semester. During the summer sessions, two *Pretriever* special editions are published; one in June and one in August.

terms and details

ACCEPTANCE

All advertisements are subject to criteria for acceptance. The Retriever reserves the right to accept or reject.

DEADLINES

The Retriever Weekly has a strict space reservation deadline of 4:30 p.m. the Thursday prior to the printed issue.

CANCELLATIONS

If you wish to cancel your insertion order for a full refund or credit, you must do so prior to the space reservation deadline. No exceptions.

ERRORS

Compensation for errors made by *The Retriever Weekly* can only be for at most the cost of the ad.

payment information

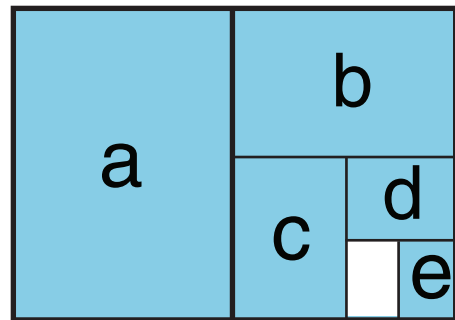
- Display ads may not be pre-paid. All ads will be billed.
- Invoices will usually be sent out within 10 business days of publication.
- Tearsheets may be included with your invoice if requested.
- Upon receipt of invoice, checks should be made out to "UMBC" not "*The Retriever Weekly*."

ad submission

Ad space may be reserved in person over the phone, or through our website, <http://retrieverweekly.com/ads> during normal business hours. Insertion orders may also be mailed or faxed to the office address see contact information.

For best results, ads should be submitted in digital file format. Save files to the exact measurements at 300 dots per inch or higher in PDF, EPS, TIFF, JPEG, format. Word documents will not be accepted, and if you insist on sending your ad in .doc format, the production manager will charge commission to redesign your ad. Be sure to embed or outline all fonts used in your artwork. Electronic submissions must be sub-

display ad rates



mitted on CD, or may be e-mailed to ads@retrieverweekly.com. If you cannot supply a digital file, you may submit a camera-ready laser printout or other high-grade print.

If you wish to have your ad designed, The Retriever Weekly will gladly do so for only an additional 10% of your display rate—see extra options. If you have any questions, please contact the advertising manager.

COLUMN WIDTHS

1 column	2 1/2 inches
2 columns	5 1/16 inches
3 columns	7 1/8 inches
4 columns	10 1/4 inches

COMMON SIZES

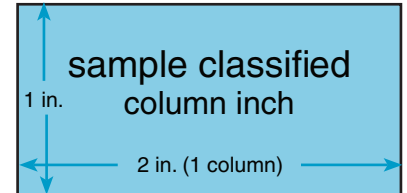
These are our frequently placed sizes, offered at a reduced price!

- a. full page—10 1/4 in. W x 14 1/2 in. H
- b. half page—10 1/4 in. W x 7 1/4 in. H
- c. quarter page—5 1/16 in. W x 7 1/4 in. H
- d. eighth page—5 1/16 in. W x 3 5/8 in. H
- e. sixteenth page—2 1/2 in. W x 3 5/8 in. H

classifieds

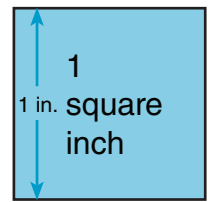
All classified ads must be purchased through The Retriever Weekly's online agent: <http://www.universaladvertising.com> standard, per 30 words — \$6.40 showcase, per column inch — \$21.20 *a bolder look than a standard classified*

(call our offices to place this type of order)



CUSTOM SIZES

For ads that will not fit into our common sizes, rates are determined by area in square inches.



	a. full page	b. half page	c. quarter page	d. eight page	e. sixteenth page	custom size
STUDENT RATES Any student group recognized by the Student Government Association.	\$ 430	\$ 231	\$ 133	\$ 80	\$ 53	\$ 4.35 /sq.in
UNIVERSITY RATES Any UMBC department or office	\$ 562	\$ 297	\$ 165	\$ 93	\$ 60	\$ 5.30 /sq.in.
LOCAL RATES Any business owned & operated in the MD - DC area.	\$ 694	\$ 350	\$ 191	\$ 106	\$ 64	\$ 6.40 /sq.in.
NATIONAL RATES Any business or franchised corporation based outside of the local area.	\$ 893	\$ 520	\$ 293	\$ 156	\$ 90	\$ 8.50 /sq.in.

extra options

COLOR

- Black plus 1 color———add \$110
- Black plus 2 colors———add \$220
- Full color———add \$380

DISCOUNT POLICY *The Retriever Weekly* will give a discount for multi-issue placements.

- Three placements or more———save 10%
- Seven placements or more———save 20%

PREFERRED PLACEMENT

The Retriever Weekly will honor preferred placement when possible, requested by section only. Sections include News, Features, Opinion, and Sports. Specific page numbers or page locations cannot be accepted ———add 15%

CUSTOM DESIGN

The Retriever Weekly staff will design an ad to your specifications———add 10%

INSERTS

Rates are per 1000 inserts. Inserts must be pre-printed and shipped directly to our press. Please make arrangements with The Retriever Weekly's advertising manager at least two weeks in advance.

- Two 8.5 x 11" pages or less———\$127
- Four 8.5 x 11" pages or 2 tab———\$133
- Eight 8.5 x 11" pages or 4 tab———\$138
- Each additional 2 tab———\$5.30