



The All State
 Austin Peay State University
 Student Publications
 P.O. Box 4634
 Clarksville, TN, 37044
 E: allstateads@apsu.edu
 P: 931-221-7376
 F: (931) 221-7377

Advantages of advertising

- By advertising, you can reach 3,000 students, faculty, staff and readers beyond the APSU community through 3,000 copies of the print edition and limitless views on our Web site and in our multimedia
- Advertising on a college campus is a great way to connect with a young audience
- Campus newspaper advertising is inexpensive compared to many other media options

newspaper racks around campus each week during the fall and spring semesters. *The All State's* online presence, www.theallstate.com, publishes breaking news, weekly editions and additional content, including multimedia such as podcasts, vodcasts and photo slideshows. Registration on the Web site is free and open to the public as well as the APSU community. Over 700 subscribers were registered as of August 2008, and nearly 600 subscribers had opted to receive a weekly e-mail edition for free.

Audience

- Students: Fastest growing university in Tennessee with 9,094 students as of fall 2007
- Faculty and staff: Over 700
- Clarksville community: Population of 140,000, located 45 minutes northwest of Nashville

Distribution

The All State distributes 3,000 copies of its print edition to over 30



Advertising options

- Print
- Pre-printed Inserts
- Online
- Podcast
- Vodcast

Awards

Judges from *USA Today* named *The All State* among the top three college newspapers in the southeast at the 20th annual Southeast Journalism Conference in 2007.

How to advertise

Step 1: Contact. Contact *The All State* by phone at (931) 221-6627 or by e-mail at allstateads@apsu.edu to speak to a representative about advertising, or if you know what option you would like, fill out an ad agreement and fax it to *The All State* at (931) 221-7377.

Step 2: Agreement. Ad agreement is in this media kit.

Step 3: Design. Details found on the ad agreement.

Print rates

Full Page 6 col (10") x 21.5" \$1,032

Half Page \$516

Horizontal 6 col (10") x 10.2"

Vertical 3 col (4.8958) x 20.575"

Quarter Page \$258

Vertical 3 col (4.8958") x 10.2"

Horizontal 6 col (10") x 5.0"

Eighth Page \$129

3 col (4.8958) x 5.0"

Other Sizes

Per column inch \$8

Inserts \$180 per full insertion

Additional Services

Colors (in addition to black)

One Color \$25

Two Colors \$50

Three Colors \$75

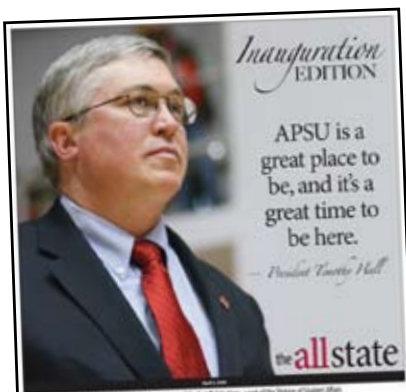
Full Color \$100

Placement: 10 percent more

Pre-printed inserts

A proof must be received one week prior to publication for approval.

With approval, 3,000 copies of the insert must be delivered to The Leaf Chronicle at 200 Commerce St. in Clarksville for insertion at least four days before publication. Insert price: \$180



Online rates

Small button

Run-of-Site
\$12.50 per week
\$45 per month
\$191 per semester
\$360 per school year

Target Page
\$17.50 per week
\$50 per month
\$196.50 per semester
\$365 per school year

Large button

Run-of-Site
\$20 per week
\$72 per month
\$306 per semester
\$576 per semester

Target Page
\$25 per week
\$77 per month
\$311 per semester
\$581 per school year

Online deadlines: Ads must be e-mailed one day before upload. Ads that we design must be approved three days before upload.

Online corrections: Changes can be made once a week to an ad that is running a month or longer. *The All State* needs 24 hours advance notice in order to upload the correction.

Online formatting: Acceptable formats for completed online ads are .jpeg, .gif, .tif and .psd.

Podcasting rates

Podcast advertising

Podcast advertising usually refers to placing audio ads into podcast episodes. Podcast advertising, or podvertising, is different than traditional media. Listeners tune in to podcasts because they can freely choose their content and consume it at their own time and pace. Podcast advertisers pay for ad placement in podcast commercial breaks. Podcast price: \$12.50 per podcast advertisement

Podcast sponsorship

Podcast sponsorship is different from podcast advertising. In sponsorship, the sponsor pays the podcast producers, in this case, *The All State*, to support the podcasts directly. As part of the sponsorship, the sponsor gets a spot in the podcast, usually a mention of their brand or product at the beginning and end. Podcast price: \$12.50 per podcast sponsorship

Vocasting rates

Vocasting refers to a video podcast. The advertiser's logo will be featured at the beginning and end of vodcast. Vodcast price: \$25 per vodcast sponsorship



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Payment information

The All State accepts cash, checks or credit cards and will bill for the cost of advertisements once the advertisement has been published. One tearsheet will be included with the bill. For on-campus departments and student organizations, requests for expenditure transfers will be sent in lieu of an invoice.

APSU discount

Students, faculty and staff are offered a 50 percent discount

on ads with a valid Govs ID. The ID must be presented with the signed advertising contract.

Publication deadlines

Ad copy deadline is noon on Wednesday prior to publication date. No ad changes or refunds will be made after Friday at 3 p.m. preceding ad publication date. Publish dates and their corresponding deadlines are as follows:

Fall semester 2008

Publish date	Deadline date
August 31	August 27
September 9	September 4
September 16	September 11
September 23	September 18
September 30	September 25
October 7	October 2
October 15	October 9
No Paper — Fall Break	
October 28	October 23
November 4	October 30
November 11	November 6
November 18	November 13
November 25	November 18*
December 2	November 25*
December 9	December 4

*early holiday deadline

Spring semester 2009

Publish date	Deadline date
January 20	January 15
January 27	January 22
February 3	January 29
February 10	February 5
February 17	February 11
February 24	February 19
March 3	February 26
No Paper — Spring Break	
March 17	March 4*
March 24	March 19
March 31	March 26
April 7	April 2
April 14	April 8*
April 21	April 16
April 28	April 23

*early holiday deadline

Design Services

The All State can design advertisements for advertisers wishing to place ads in this newspaper. For a competitive price, The All State will design your ad and submit it to you

for approval before it is published. Design services require 10 working days for completion. Rates are based on total column inches. Please call for a quote or for additional information.

Frequency rates

Retail display advertising base contract rates

	1-7 Issues	8-14 Issues	15+ Issues
Per Column Inch	\$8 each	\$7 each	\$6 each

Ad frequency, dimensions and column inches

	Open Rates	8-14 Ads	15 Ads	Dimensions	Column Inches
Full	\$1032	\$903	\$774	6 col (11") x 21.5"	129
Half Horizontal	\$516	\$451.50	\$387	6 col (11") x 10.2"	61.2
Half Vertical	\$516	\$451.50	\$387	3 col (5.4") x 21"	61.725
Quarter Horizontal	\$258	\$225.75	\$193.50	6 col (11") x "5.0114"	30
Quarter Vertical	\$258	\$225	\$193.50	3 col (5.4") x 10.2"	30.6
Eighth	\$129	\$112.88	\$96.75	3 col (5.4236") x 5.2"	16.125

Special packages

Package 1:

Half-page ad
 Target page online ad small button
 2 Podcast advertisements
 2 Vodcast advertisements
 Price: \$450
 Save: \$116

Package 2:

Quarter-page ad
 Run-of-site online ad small button
 2 Podcast sponsorships
 1 Vodcast sponsorship
 Price: \$250
 Save: \$65.50

Package 3:

Full-page ad
 Target page online ad large button
 1 Podcast advertisement
 1 Vodcast advertisement
 Price: \$900
 Save: \$189.50

Mechanicals

Printing process: Offset printing, newsprint
 Page size: Vertical format, 22-inch web
 Micron Dot: Staccato
 File specifications: Ads are required in electronic form in any of the following standard formats: Adobe InDesign,

Quark Xpress, Adobe Illustrator, Adobe Photoshop, JPG, EPS, TIF (300 dpi at size used), or PDF (300 dpi at size used). The files are to be supplied on a Mac readable disk (CD or DVD) with all fonts, images and linked files included. If the fonts used are not Mac versions, please convert all text to outlines.

Pre-Printed Inserts Mailing Address

The Leaf-Chronicle
 Attn: Mailroom
 200 Commerce St.
 Clarksville, TN 37040



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Special contacts

Ad Manager

E: allstateads@apsu.edu P: (931) 221-6627 F: (931) 221-7377

News Contacts

Editor in Chief E: theallstate@apsu.edu P: (931) 221-7374

Online Editor E: allstateonline@apsu.edu
Managing Editor E: allstatemanager@apsu.edu
News Editor E: allstatenews@apsu.edu
Perspectives Editor E: allstateopinions@apsu.edu
Features Editor E: allstatefeatures@apsu.edu
Sports Editor E: allstatesports@apsu.edu

Newsroom P: (931) 221-7376

Adviser

Tabitha Gilliland E: gillilandt@apsu.edu P: (931) 221-7375

Other advertising opportunities

The APSU handbook is constructed by Student Publications each summer. Advertising opportunities include the back cover, inside cover, calendar banner ads and more. The student handbook is distributed to currently enrolled students on main campus, to new students in their APSU 1000 level classes, as well as to graduate students and faculty.

Subscribe (online or print editions)

Subscriptions are \$18.90 per semester for print editions, or \$1.35 per issue. Subscriptions to the online edition are free. Please contact The All State at (931) 221-7376 for more information about subscriptions.

Advertising Contract

Print ad specifications (please check):

- Full page (inside placement)
- Full page (back page placement)
- Half page (vertical)
- Half page (horizontal)
- Quarter page (vertical)
- Quarter page (horizontal)
- Eighth page (vertical)
- Eighth page (horizontal)
- Other size: _____

Placement (costs 10 percent more):

- News section
- Features section
- Sports section
- Back page (full-page ads only)

Color specifications — spot color(s):

- One (\$25)
- Two (\$50)
- Three (\$75)
- Four (\$100) (full color)

Check all that apply:

- Print ad is complete (please e-mail to allstateads@apsu.edu)
- Print ad needs production work (production work charged \$1 per column-inch for print ads — production work is not discounted)

Online ad specifications (please check):

- Small button
- Large button
- Run-of-site
- Target page
- Week
- Month
- Semester
- School year

Podcast and vodcast specifications (please check):

- Podcast ad
- Podcast sponsorship
- Vodcast sponsorship

Check all that apply:

- Ad is complete (please e-mail to allstateads@apsu.edu)
- Ad needs production work (production work charged based on price quote for multimedia ads — production work is not discounted)

Cost of ad \$ _____

Color cost \$ _____

Placement cost \$ _____

APSU discount \$ _____

Production work \$ _____

Total Cost: \$ _____

Amount Paid \$ _____

Check, No. _____

(please make checks payable to APSU)

Cash _____

Bill _____

Credit (please complete credit card

payment form, attached)

Advertising authorization

Business _____

Owner/Manager _____

Authorizing Agent _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

I hereby authorize the ad(s) described on this agreement to run in *The All State*, APSU's student newspaper, on the dates listed to the left and agree to pay the net charge above within 30 days. I have also read and agree to *The All State's* credit and advertising policies attached to this form.

Signature _____

Date _____ Account Representative _____

Advertising Manager _____

Publication dates, advertisement copy, special instructions

Advertisers are invoiced at issue closing date. Cancellations after the closing date will be invoiced at the prevailing rate. Advertising copy is subject to approval. Publisher reserves the right to reject display advertisements which may be contrary to The All State's interests or goals and that violate federal, state or local laws or ordinances or general university policies (where applicable). The All State will reject advertising for goods and services which promote academic dishonesty, including research and paper-writing services. When applicable, The All State encourages advertisers to include "Drink Responsibly" notices in their ads. Please see credit and advertising policies for further details.

Credit and Advertising Policy

1. *The All State* will not run any local display advertisement without a signed and dated authorization form. *The All State* will only accept advertisements pertaining to alcohol or bars on a paid-in-advance basis. *The All State* will only accept local advertisements of one-half page or larger size on a paid-in-advance basis.
2. Full payment of all monies owed to *The All State* is expected within 30 days of receipt of billing. If payment is not made during this period, the advertiser will be notified in writing that the account will be placed on a cash-in-advance-only basis until the account is cleared. If payment is made within 30 days of such notice, credit may be re-established. If an account balance is not paid in full within 120 days of the initial billing, it will be turned over to a collection agency by the APSU Business Office.
3. *The All State* reserves the right to reject display or classified advertising. It is the policy of *The All State* to reject advertising for goods and services which violate federal, state or local laws or ordinances or general university policies (where applicable). Because *The All State* exists primarily as a medium for communication on a university campus, it is the policy of this newspaper to reject advertising for goods and services which promote academic dishonesty, including research and paper-writing services. When applicable, we encourage advertisers to include "Drink responsibly" notices in their ads.
4. In case of error or omission, *The All State's* liability, if any, will not exceed the one-time charge for the space occupied by the error. *The All State* is not liable for incorrect copy submitted by the advertiser or for slight or typographical errors that do not change the intent or lessen the value of the advertisement. *The All State* will not consider running no-charge correction advertisements unless notification is given to the advertising manager within 30 working days of the billing date. When *The All State* does accept liability for an error or omission, the appropriate credit will be applied to the advertiser's account. All correction advertising or other adjustment for error or omission must be approved by the advertising manager and noted on the authorization.
5. Political advertisements will be accepted only on a paid-in-advance basis. Any political advertisements must be designated as "paid political advertisement," and the phrase must appear in the ad.
6. On-campus display rates apply only to university departments, student organizations, students, faculty, staff and to qualified nonprofit organizations. The aforementioned groups qualify for a 50 percent discount.
7. Cancellation of advertising space is accepted only until the closing date, which is Friday at noon for an issue. The advertiser is liable for the cost of the space if the ad is pulled after the stated closing date.
8. Additions or alterations to advertising submitted after deadline are not guaranteed. Every effort will be made to accommodate change requests, but due to production schedules, the changes will be considered as time permits.
9. *The All State* reserves the right to position any ad on any page or at any position on any page and only agrees that an ad will appear in a particular issue. Position requests will be honored when possible but are never guaranteed unless sold and documented in an authorization.
10. *The All State* requires clear sponsorship on all advertising and reserves the right to border all ads less than one full page. *The All State* also reserves the right to print the word "advertisement" on any ad which has the appearance of news material.

The All State is produced by the Office of Student Publications at Austin Peay State University in the Student Affairs Division. A Tennessee Board of Regents Institution, Austin Peay State University is an equal opportunity employer committed to the education of a non-racially identifiable student body.

Credit card payment form and instructions

Dear customer,

Thank you for advertising in The All State student newspaper at Austin Peay State University. In order to pay for your advertisement by credit card, please fill out the following information and fax this completed letter to the APSU Cashier's window at (931) 221-6171.

In addition, please notify the advertising manager by phone at (931) 221-6627 or by e-mail at allstateads@apsu.edu that you are paying by credit card so that your account will be credited once the payment has come through The All State's university account. Please do not fax this form to The All State, as we do not need your credit card information and want to help you protect your private information.

Date _____

Credit card customer name _____

Credit card type _____

Credit card number _____

Expiration date _____

Description of advertisement and date on which it was published _____

Cost of ad* _____

* As indicated on the Advertising Contract you and your advertising representative signed. If the wrong amount is paid, you will be billed for the remainder of your balance or have your account with The All State credited for future advertising.

Signature _____

CASHIER'S WINDOW: The account number for deposit is 110001-40239-58360-405. Thank you!