



## The Oredigger Display Advertising Rates and Specifications

*The Oredigger* is a four-color magazine published every two weeks by a staff of Colorado School of Mines students. Colorado School of Mines is a highly respected applied science and engineering undergraduate and graduate university with an emphasis on energy, materials, earth resources and the environment. *The Oredigger* is distributed across campus and is read by campus faculty, graduate students and members of the undergraduate student body. Articles are published online at [oredigger.net](http://oredigger.net) after print.

- to the same group as our print version, including all undergraduate students
- all international alumni who we have emails for
- all users on our social media sites and those who visit [magazine.mines.edu](http://magazine.mines.edu)

The newspaper aims to keep readers in touch with the school by providing coverage of campus events, academic programs, research, student life, alumni news and other issues of concern to the community. The paper prints 1,000 copies per issue, and has proudly served as the Student Voice of Mines Since 1920.

The following are facts about the school and readers of *The Oredigger*:

- The undergraduate population consists about about 4,700 students, and the graduate population consists of about 1,300 students.
- Most graduates are engineers who pursue technical, professional or managerial careers.
- *The Oredigger* has copies available in most buildings across campus, as well as the Golden Visitor Center.
- *The Oredigger* is very popular among prospective students and their families.
- This year is the 99th volume of the newspaper, which began in March 1920.
- *The Oredigger* is run entirely by student employees, who write and publish 16 pages of content every two weeks, with the exception of school breaks and holidays.

### Publication Schedule

*The Oredigger* will print 14 issues. These dates are detailed below and on Page 2.

### General Rate Policy

- **DISCOUNT RATES:** Campus clubs and organizations receive a 50% discount on rates. Organizations represented by the Board of Student Media are advertised for free.
- **SHORT ORDERS:** Advertisers will be short-rated if they do not use the amount of space on which their billings are based within the same 12-month period.
- **LIABILITY:** Advertisers and advertising agencies assume liability for all content of advertising printed and are responsible for all claims made against the publisher arising from printed advertising.
- **PUBLISHER'S RIGHTS:** The publisher reserves the right to reject any advertisement at the publisher's discretion.
- **PAYMENT:** Payment must be received by the publisher no later than two weeks after publication.

### Closing Dates

Insertion orders and ad material must be received by the dates specified below.

ISSUES: FALL 2018	ORDER DUE	AD MATERIAL DUE	ANTICIPATED DISTRIBUTION
OCT. 1	SEPT. 26	SEPT. 28	OCT. 3
OCT. 22	OCT. 17	OCT. 19	OCT. 24
NOV. 5	OCT. 31	NOV. 2	NOV. 7
NOV. 19	NOV. 14	NOV. 16	NOV. 21
DEC. 3	NOV. 28	NOV. 30	DEC. 5

**Publication Requirements**

Publisher prefers high-resolution PDF files (CMYK at least 300 dpi). Completed ad material should be sent to [orediggerads@gmail.com](mailto:orediggerads@gmail.com). All colors must be reproducible from process color. Any required changes are the advertiser's responsibility. No changes can be made to ads after the material deadline without special permission from the publisher.

- TRIM SIZE: 9.5 inches x 12 inches
- STORAGE AND MATERIAL: Materials are stored for one month by the publisher, and then destroyed unless other instructions are received from the advertiser or agency.
- BINDING METHOD: Saddle stitch
- FULL BLEED: No full bleed. Live printable area is 9.5 x 12.

**Four-Color Rates (same as black and white)**

prices are as listed below.

	Width and Height (inches)	Insertion in 1 issue	
Two-page spread	<b>20 x 12</b>	\$2,490	\$2,240
Full page	8.375 x 10.625	\$2,075	\$1,865
2/3 page (horizontal)	7.250 x 6.250	\$1,525	\$1,370
2/3 page (vertical)	4.625 x 9.500	\$1,525	\$1,370
1/2 page (horizontal)	7.250 x 4.625	\$1,255	\$1,130
1/2 page (vertical)	3.625 x 9.500	\$1,255	\$1,130
1/3 page (horizontal)	7.250 x 3.125	\$920	\$830
1/3 page (vertical)	2.375 x 9.500	\$920	\$830
1/4 page	3.625 x 4.625	\$760	\$680

**Online Advertisement**

Advertisers can place an ad on our [magazine.mines.edu](http://magazine.mines.edu) website for three months or a year at a time, either in addition to the print advertisement or as a single advertisement order. To get the discounted full year rate, advertisers need to select this option up front. New ad artwork can be sent each quarter. Please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

One quarter: \$300

Full year: \$1,000

**Contact Information**

Ashley Spurgeon, *Mines Magazine*

Colorado School of Mines

1500 Illinois Street

Golden, CO 80401

303-273-3959

[aspurgeon@mines.edu](mailto:aspurgeon@mines.edu)

[magazine.mines.edu](http://magazine.mines.edu)



## Mines Magazine Display Advertising Insertion Order

Use this form to place advertisements in *Mines Magazine*. Please scan completed form and email it to [aspurgeon@mines.edu](mailto:aspurgeon@mines.edu). Ad material should be sent to the same email address. We will confirm receipt of insertion order and ad material by email.

Company name: \_\_\_\_\_

Name of company's authorized agent: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP/Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please check the appropriate box. Discounts offered to multi-issue purchases; **prices listed are for each ad.**

	Width and Height (inches)	Insertion in 1 issue	Insertion in 4 issues (price per issue)	Online Ad magazine.mines.edu
Inside front cover (full page)	8.375 x 10.625	\$2,490	\$2,240	One quarter \$300
Full page	8.375 x 10.625	\$2,075	\$1,865	Full year \$1,000
2/3 page (horizontal)	7.250 x 6.250	\$1,525	\$1,370	
2/3 page (vertical)	4.625 x 9.500	\$1,525	\$1,370	
1/2 page (horizontal)	7.250 x 4.625	\$1,255	\$1,130	
1/2 page (vertical)	3.625 x 9.500	\$1,255	\$1,130	
1/3 page (horizontal)	7.250 x 3.125	\$920	\$830	
1/3 page (vertical)	2.375 x 9.500	\$920	\$830	
1/4 page	3.625 x 4.625	\$760	\$680	

Discounted rates apply to advertisers placing a repeat advertisement within a 12-month period, as well as commitments to insertions in multiple issues (in four concurrent issues). No refunds will be offered after the "order due" date for the targeted issue. All advertising services are governed by the current "Display Advertising Rates & Specifications" sheet. Full payment is due no later than one month after mail drop date.

Online advertisers - please submit a jpeg or gif optimized for web, RGB, 300 x 250 pixels.

ISSUE	ORDER DUE	AD MATERIAL DUE	ANTICIPATED MAIL DROP
Fall 2018	8/7	8/17	10/15
Winter 2019	11/2	11/12	1/15
Spring 2019	2/5	2/15	4/15
Summer 2019	5/3	5/13	7/15

Payment method (please check one):

Invoice (preferred)     VISA     MasterCard     American Express     Discover

Total: Cost per issue \_\_\_\_\_ X # of issues \_\_\_\_\_ + online ad order total \_\_\_\_\_ = \$ \_\_\_\_\_

Credit card number (if applicable): \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized agent signature: \_\_\_\_\_ Date: \_\_\_\_\_