

## FALL 2019

### August 20

» Welcome Back

### August 27

» Football Preview

### September 3

### September 10

» Finance Issue

### September 17

### September 24

### October 1

### October 15

### October 22

» Halloween Issue

### October 29

### November 5

### November 12

» Basketball Preview

### November 29

### November 26

» Holiday Guide

## SPRING 2020

### January 7

### January 14

### January 21

### January 28

### February 4

» Valentine Issue

### February 11

### February 18

» Spring Break Issue

### February 25

### March 3

» Food Issue

### March 10

### March 24

### March 31

» Student Housing

### April 7

### April 14

» Orientation Issue

## POLICIES:

Please read all policies thoroughly and carefully.

## SUBMITTING ARTWORK

- » Artwork must be mailed one week prior to publication date to [advertising@louisvillecardinal.com](mailto:advertising@louisvillecardinal.com).
- » Artwork is required to be standard size of ad purchased unless per column inch rate is paid (see standard sizes).
- » Accounts will be billed on additional \$20 per hour for design work The Louisville Cardinal must perform to make an ad meet specifications.
- » Artwork will be only accepted as a .pdf or .jpg
- » Artwork will only be accepted in color: CMYK, grayscale, or 100% true black (K=100%).

## PLACEMENT

- » Ad position is only guaranteed when Premium Placement is ordered in the contract.
- » Ads may be rejected on the basis of text or graphical content at the discretion of the ad staff.
- » The Editor-in-Chief makes final decisions regarding approval of artwork and placement.
- » The Louisville Cardinal will be responsible for first-run errors only. It is the responsibility of the advertiser to notify The Louisville Cardinal of these errors. The limit of responsibility will be the cost of the portion of the ad in which the error occurs. No extra allowance will be made for campaign damages.

## LEGALITY

- » The Louisville Cardinal reserves the right to reject advertising that discriminates on the basis of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any status protected by the local, state, or federal law.
- » Advertising for products that are illegal, according to local, state, or federal law, will be rejected.
- » The advertiser and/or the advertising agency assume(s) liability for all content (including text, photos, and illustrations) of advertisements printed or published online, as well as the responsibility of any claims arising against The Louisville Cardinal.

## PAYMENT

- » Advertisers placing display ads will be sent invoices within a week of publication.
- » Advertising orders must be paid prior to publication date (until credit is established).
- » Prepayment is required of all out-of-state, 1-800 number, bar, nightclub, political advertisers, business opportunities, and gold/silver, wanted/for sale.
- » Accounts that are unpaid after 30 days will be refused advertising until the past due amount is paid in full. There will be a 5% monthly finance charge on unpaid balances after 30 days.
- » All questions relative to charges must be directed to The Louisville Cardinal Advertising/Business Manager.

# THE LOUISVILLE CARDINAL

WEEKLY INDEPENDENT STUDENT  
NEWSPAPER

## RATE CARD 2019-2020

The Louisville Cardinal is the number one source of news and information for the University of Louisville community. Students, faculty, staff and alumni turn to the Cardinal for its unique perspective on university, campus and city news.

Advertising is available in print, web and social medias. The print edition distributes to **100 LOCATIONS** across **THREE CAMPUSES** and surrounding neighborhoods. The website averages 38,000+ views. Social media accounts have 13,000+ followers.

**22,471** TOTAL STUDENTS

**10,765** MALE

**15,834** UNDERGRADUATE STUDENTS

**11,706** FEMALE

**6,984** STAFF & FACULTY

**30.3%** MINORITIES

### Advertising Office

502.852.0667  
[advertising@louisvillecardinal.com](mailto:advertising@louisvillecardinal.com)

### Business Manager

Lisa Potter  
502.852.0667  
[office@louisvillecardinal.com](mailto:office@louisvillecardinal.com)

### Editor-in-Chief

502.852.6728  
[editor@louisvillecardinal.com](mailto:editor@louisvillecardinal.com)

### Advisor

Ralph Merkel  
[advisor@louisvillecardinal.com](mailto:advisor@louisvillecardinal.com)

**Houchens Building - Suite 07**  
**University of Louisville**  
**Louisville, KY 40292**

[www.louisvillecardinal.com](http://www.louisvillecardinal.com)

\*All numbers come from the 2018 academic year.

## DISPLAY ADVERTISING

| Size                           | 1x      | 2-4x    | 5-9x    | 10-14x  | 15x     |
|--------------------------------|---------|---------|---------|---------|---------|
| approx. discount per insertion |         | 6%      | 12%     | 18%     | 24%     |
| Double Truck                   | \$2,350 | \$2,210 | \$2,070 | \$1,930 | \$1,790 |
| Full Page                      | \$1,190 | \$1,120 | \$1,050 | \$980   | \$910   |
| 1/2 page                       | \$600   | \$565   | \$530   | \$495   | \$460   |
| 1/4 page                       | \$300   | \$280   | \$260   | \$240   | \$220   |
| 1/8 page                       | \$150   | \$140   | \$130   | \$120   | \$110   |
| 1/16 page                      | \$75    | \$70    | \$65    | \$60    | \$55    |
| Banner                         | \$530   | \$500   | \$470   | \$440   | \$410   |

Ask your sales representative about specially built packages and custom sizes, including front cover Sticky Note pricing. Prepayment discount; receive 5% off ALL sales paid prior to publication date. Credit card payment is available through PayPal with a 3% extra charge.

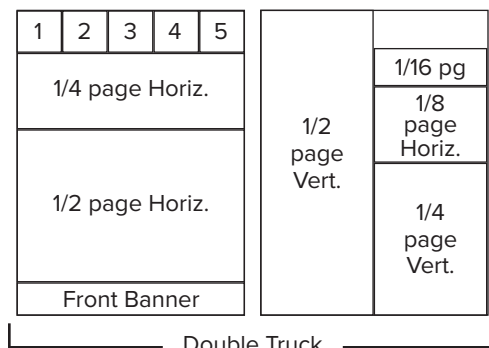
## STANDARD SIZES

| Size         | W [in] | H [in] |
|--------------|--------|--------|
| Full         | 10.25  | 13.75  |
| 1/2 V        | 5.042  | 13.75  |
| 1/2 H        | 10.25  | 6.792  |
| 1/4 V        | 5.042  | 6.792  |
| 1/4 H        | 10.25  | 3.312  |
| 1/8 H        | 5.042  | 3.312  |
| 1/16 H       | 5.042  | 1.573  |
| Column       | 1.916  | 13.75  |
| Banner       | 10.25  | 1.5    |
| Double Truck | 21.50  | 13.75  |

## COLOR CHARGES

Charges are added to the ad size price with frequency discounts applied. Ads should be submitted in CMYK or grayscale only. Must use 100% true black color [K=100%]. Pantone, RGB, and other colors are not acceptable.

## MECHANICAL DETAILS



## PREMIUM PLACEMENT

Premium Placement charges 15% of the total ad cost. Not applicable for ads smaller than 1/8 page.

- » **Black + white = No charge**
- » **Black + other color = \$180**
- » **Banner ad = free full color**
- » **Black + red = \$150**
- » **Full color (CMYK process) = \$275**

## ONLINE ADVERTISING

Available on the Louisville Cardinal website, Facebook, and Twitter feeds.

| Size                         | Pixel     | Per Week |
|------------------------------|-----------|----------|
| Premium Top Banner (1 of 4)  | 728 x 90  | \$100    |
| Square (1 of 4)              | 300 x 250 | \$40     |
| Vertical Skyscraper (1 of 4) | 160 x 600 | \$40     |

All online artwork must be submitted in electronic .gif, .jpg, .pdf, or Photoshop (.psd) formats. Files must be formatted to the correct size with a resolution of 72 DPI. They must be in RGB color mode and cannot exceed 15 KB.

## SOCIAL MEDIA

### Facebook

- » 1000 x 1000 pixels
- » **\$20 per week**
- » **\$35 for 2 weeks**
- » **\$65 for 4 weeks**
- » 1 post per week

### Twitter

- » **\$40 per week**
- » **\$70 2 weeks**
- » **\$100 4 weeks**
- » 1 post per week

## DISPLAY AD

Custom size display ads may be ordered.

- » Cost = **\$21 per column inch**
- » Maximum size = 5 columns x 13 inches
- » Minimum size = 1 column x 2 inches

## CLASSIFIED

Classified advertising may be ordered via our website with our self-service option. Go to [www.louisvillecardinal.com](http://www.louisvillecardinal.com), click on "Classifieds" and create your account. You can order web posting and/or a printed version of your ad. Credit card payment is required. Long term print classifieds may be ordered by emailing [advertising@louisvillecardinal.com](mailto:advertising@louisvillecardinal.com). Prepayment is required.

## DESIGN SERVICES

Must be requested 2 weeks prior to publication date of ad.

- » **Design services = \$20 per hour**

## INSERTS

**Cost = \$80 per 1,000 inserts**

- » PPIs required 1 week prior to run date
- » Max: 10 in x 14 in/Min: 4 in x 6 in
- » Multiple page insert rates available
- » Slick stock or oversized inserts must be pre-folded before sent to Standard

Pre-Printed Inserts must be mailed to:

**Attn: Pre-Press  
Standard Publishing Co.  
455 N. Buckman Street  
Shepherdsville, KY 40165  
502.955.9701**