

THE RAMBLER

The voice of Texas Wesleyan University students since 1917

ABOUT THE RAMBLER

The Rambler was founded in 1917 and is Texas Wesleyan University's official campus newspaper. It is published weekly on Wednesdays. It is a member of the Texas Intercollegiate Press Association, Associated Collegiate Press, Student Press Law Center, College Media Advisers and College Newspaper Business and Advertising Managers.

The Rambler also maintains a web site at www.therambler.org, which is updated several times throughout the week with audio, news stories and photographs.

PUBLICATION SCHEDULE

The Rambler staff will publish **27** issues during the 2009-2010 academic year:

September 2, 9, 16, 23, 30	January 20, 27
October 7, 14, 21, 28	February 3, 10, 17, 24
November 4, 11, 18, 23*	March 3, 10, 24*, 31
December 4**	April 7*, 14, 21, 28

*Online Only

**Special Multimedia Online Fall Graduation salute

DIMENSIONS (INCHES)

1 column inch = 1.8125
2 column inches = 3.75
3 column inches = 5.6875
4 column inches = 7.625
5 column inches = 9.5625
6 column inches = 11.5

ADVERTISING RATES

Rates (per column inch)

Local Open Rate: \$5.50

National Rate: \$6.50

PowerBuy Rate for Texas Wesleyan: \$5.00

Campus Rate: \$3.50

DISCOUNTS

Platinum Plus 25% discount on total price

- 24 issues plus Graduation and Freshmen Orientation special sections
- Four ad changes throughout the year, excluding special sections*

Platinum 20% discount on total price

- 20 issues plus one special section
- Four ad changes throughout the year, excluding special sections*

Gold 15% discount on total price

- 15 issues
- Three ad changes throughout the year*

Silver 10% discount on total price

- 8 issues
- Three ad changes throughout the year*

Bronze 5% discount on total price

- 4 issues
- One ad change*

**Advertisers may pay \$10 for each additional ad change*

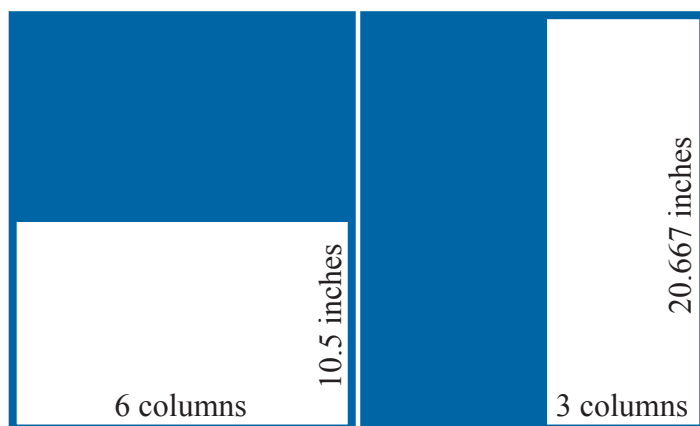
(Discounts apply to local open and campus rates only)

AD SIZE EXAMPLES

Full Page



Half Page



Quarter Page



AD SIZE EXAMPLES CONT.

Quarter Page = 3 columns by 10.5 inches
5.6875 x 10.5 inches

Half Page = 6 columns by 10.5 inches
11.5 x 10.5 inches
or
3 columns x 20.667 inches
5.6875 x 20.667 inches

Full Page = 6 columns x 20.667 inches
11.5 inches x 20.667

SPECIAL EDITIONS

Graduation Special

Deadline: April 30
Available on campus (regular press run May 7)
Available at May 14 graduation ceremony
(2,000 copies)

Freshman Orientation Special

Deadline April 30
Available May 17 on campus
(2,000 Copies)

TECHNICAL SPECIFICATIONS

- 4 column inch minimum (business card 2 col x 2 in)
- No reverse copy (white text on black background)
- Graphics/Photos must be in jpeg, pdf, tiff or eps
- Format at minimum 300 dpi

DEADLINES

The Rambler is published weekly on Wednesdays. Our space reservation and copy deadline for ads is the previous Friday by noon.