

2015-2016 Academic Year

Fall Semester

August 24 – Classes begin
 September 7 – Labor Day (no classes)
 October 16 – Fall Break
 November 23-27 – Thanksgiving Break
 November 30 – Classes resume
 December 14-18 – Final Exam Week
 December 19 – Graduate and Undergraduate Commencement

Spring Semester

January 18 – Dr. Martin Luther King, Jr., Day
 January 19 – Classes begin
 February 12 – Lincoln's Birthday
 March 14-18 – Spring Break
 May 9-13 – Final Exam Week
 May 13 – Graduate Commencement
 May 14 – Undergraduate Commencement

2015-2016 Publication Schedule

Fall 2015			Spring 2016			Summer 2016		
August			January			Summer Paper is Online only		
M	W	F	M	W	F			
24	26	28		20	22	June		
31			25	27	29	M	W	F
September			February			6	8	10
M	W	F	M	W	F	13	15	17
	2	4	1	3	5	20/27	22/29	24
	9	11	8	10		July		
14	16	18	15	17	19	M	W	F
21/28	23/30	25	22/29	24	26			1
October			March			4	6	8
M	W	F	M	W	F	11	13	15
		2		2	4	18	20	22
5	7	9	7	9	11	25	27	29
12	14		21	23	25	FALL 2016		
19	21	23	28	30				
26	28	30	April			August		
November			M	W	F	M	W	F
M	W	F			1	22/29	24/31	26
2	4	6	4	6	8	September		
9	11	13	11	13	15	M	W	F
16	18	20	18	20	22			2
30			25	27	29		7	9
December			May			12	14	16
M	W	F	M	W	F	19	21	23
	2	4	2	4	6	26	28	30
7	9	11				www.westerncourier.com		

THE WESTERN COURIER

Serving the students of Western Illinois University since 1905

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2015-2016 Western Courier Rates and Publication Schedule



Business Hours:
 Monday - Friday, 8:30 AM to 4:30 PM
 Tel: (309) 298-1876 • Fax: (309) 298-2309
 E-Mail: westerncourier@gmail.com • www.westerncourier.com



WESTERN ILLINOIS UNIVERSITY

Western Courier
 1 University Circle
 Macomb, IL 61455

Who We Are

The independent *Western Courier* serves more than 11,000 students, faculty, and staff at Western Illinois University. It is published every Monday, Wednesday, and Friday during the academic year, excluding holidays and breaks. Consult the publication schedule on the last page for exact publication dates. Average circulation is 4,000 copies per issue during the school year. The *Western Courier* is the only officially recognized student newspaper on campus and is distributed free at 70 locations on campus, including residence halls, and throughout the community of Macomb.

The award-winning *Western Courier* is one of the primary sources of news and information for Western Illinois University students, faculty and staff. Each issue contains articles about city and campus issues affecting the WIU community.

Western Courier readers also enjoy the newspaper's Sports section, spotlighting the latest news on Leatherneck athletics, the Opinions section, a public forum for provocative thought, as well as the Edge, a weekly entertainment supplement with features and reviews. Savvy advertisers know the *Western Courier* is the best way to reach the WIU community.

Press Affiliations

Illinois College Press Association
 Associated Collegiate Press
 College Media Association
 National Student Press Law Center, Washington, DC

Ad Submission Guidelines

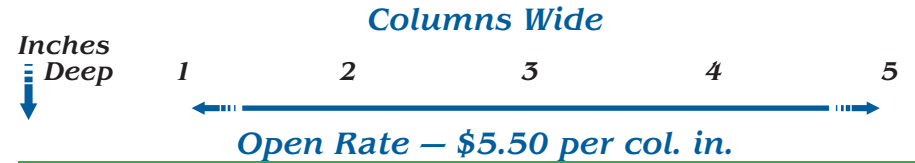
The *Western Courier* will accept printed hardcopy advertising as well as electronic files. Files may be transferred via e-mail, CD, or USB flash drive. The *Courier* will accept the following file formats: PDF, TIF, EPS, JPG, as well as *Photoshop*, *Illustrator*, *InDesign*, *Acrobat*, and *Word* documents.

Publication Days

Monday, Wednesday, Friday (fall/spring semesters)
 Wednesdays only during 8-week summer session (online only)
 Ad deadline: 4:30 PM, 2 days prior to publication
 Proof deadline: 3:00 PM, 1 day prior to publication

Note: If a proof is required for a Monday publication, ad copy is due Thursday at 4:00 PM, and a proof will be delivered Friday.

2015-2016 Display Advertising Rates



Rate applies to customers not on written contract or not holding a Western Courier advertising account number.

2	\$11.00	\$ 22.00	\$ 33.00	\$ 44.00	\$ 55.00
3	\$16.50	\$ 33.00	\$ 49.50	\$ 66.00	\$ 82.50
3.5	\$19.25	\$ 38.50	\$ 57.75	\$ 77.00	\$ 96.25
5	\$27.50	\$ 55.00	\$ 82.50	\$110.00	\$137.50
7.....	\$38.50	\$ 77.00	\$115.50	\$154.00	\$192.50
10	\$55.00	\$110.00	\$165.00	\$220.00	\$275.00
13	\$71.50	\$143.00	\$214.50	\$286.00	\$357.50
15.75	\$86.63	\$173.25	\$259.88	\$346.50	\$433.13

\$.25 Discount Rate – \$5.25 per col. in.

Weekly purchase of 10-20 col. in. under written contract

2	\$10.50	\$ 21.00	\$ 31.50	\$ 42.00	\$ 52.50
3	\$15.75	\$ 31.50	\$ 47.25	\$ 63.00	\$ 78.75
3.5	\$18.38	\$ 36.75	\$ 55.13	\$ 73.50	\$ 91.88
5	\$26.25	\$ 52.50	\$ 78.75	\$105.00	\$131.25
7.....	\$36.75	\$ 73.50	\$110.25	\$147.00	\$183.75
10	\$52.50	\$105.00	\$157.50	\$210.00	\$262.50
13	\$68.25	\$136.50	\$204.75	\$273.00	\$341.25
15.75	\$82.69	\$165.38	\$248.06	\$330.75	\$413.44

\$.50 Discount Rate – \$5.00 per col. in.

Weekly purchase of 21-40 col. in. under written contract

2	\$10.00	\$ 20.00	\$ 30.00	\$ 40.00	\$ 50.00
3	\$15.00	\$ 30.00	\$ 45.00	\$ 60.00	\$ 75.00
3.5	\$17.50	\$ 35.00	\$ 52.50	\$ 70.00	\$ 87.50
5	\$25.00	\$ 50.00	\$ 75.00	\$100.00	\$125.00
7.....	\$35.00	\$ 70.00	\$105.00	\$140.00	\$175.00
10	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00
13	\$65.00	\$130.00	\$195.00	\$260.00	\$325.00
15.75	\$78.75	\$157.50	\$236.25	\$315.00	\$393.75

\$.75 Discount Rate – \$4.75 per col. in.

Weekly purchase of at least 41 col. in. under written contract

2	\$ 9.50	\$ 19.00	\$ 28.50	\$ 38.00	\$ 47.50
3	\$14.25	\$ 28.50	\$ 42.75	\$ 57.00	\$ 71.25
3.5	\$16.63	\$ 33.25	\$ 49.88	\$ 66.50	\$ 83.13
5	\$23.75	\$ 47.50	\$ 71.25	\$ 95.00	\$118.75
7.....	\$33.25	\$ 66.50	\$ 99.75	\$133.00	\$166.25
10	\$47.50	\$ 95.00	\$142.50	\$190.00	\$237.50
13	\$61.75	\$123.50	\$185.25	\$247.00	\$308.75
15.75	\$74.81	\$149.63	\$224.44	\$299.25	\$374.06

Display Advertising Format

Print surface 78.75 col. in. per page Minimum space sold 1 col. in.
Format Tabloid 10.5 × 16 Printing method. . . . Photo-offset/web press
(63 picas W × 96 picas D) Shrinkage rate. . . . 4% plate negative reduction
Column width . . . 11.8 picas (approx. 2 in.) Printer. Galesburg Register-Mail
Column depth. 6 picas (1 in.)

Display Advertising Rates

Local open rate \$5.50 per col. in. Student group rate \$3.75 per col. in.
State open rate \$6.25 per col. in. University professional
National rate \$8.00 per col. in. rate. \$4.50 per col. in.
(National rate also applies to all out-of-state advertisers.) Political advertising rate. . \$5.75 per col. in.
Student rate \$3.75 per col. in.

Color Charges

Black and one color . . . \$1.50 per col. inch Black and three color . . \$2.00 per col. inch

Advertising Size Information

Western Courier ads are measured by inches in length and columns across (Courier layout is five columns across). Columns are roughly 2 inches wide with a gutter, so that

1 column = 2 inches 3 columns = 6.24 inches 5 columns = 10.5 inches
2 columns = 4.1 inches 4 columns = 8.44 inches

- ◆ A 2×3 ad would be two columns wide by 3 inches deep (or 4.1 inches wide by 3 inches deep) Rate: \$53.00
- ◆ A 3×4 ad would be three columns wide by 4 inches deep (or 6.24 inches wide by 4 inches deep) Rate: \$66.00
- ◆ A 4×5 ad would be four columns wide by 5 inches deep (or 8.4 inches wide by 4 inches deep) Rate: \$110.00

New! Front Page Banner Advertising

The *Western Courier* is offering advertisers a unique selling proposition: advertise on a banner across the bottom of the front page. Banner size is 10.5" by 1.25." Cost is \$400 per issue for this special opportunity to advertise your business on the front page of the *Western Courier*.

Other Common Sizes

- ◆ 1/8 page ad = two columns (4.1 in) wide by 5 inches deep. Rate: \$55.00
- ◆ 1/4 page rectangular ad = three columns (6.24 in) wide by 7.875 inches deep. Rate: \$130.00
- ◆ 1/2 page square ad = five columns (10.5 in) wide by 7.875 inches deep. Rate: \$216.56
- ◆ Full-page ad = five columns (10.5 in) wide by 15.75 inches deep. Rate: \$433.13

New! News Rack Displays

The *Western Courier* is offering something new to advertisers: share your message on a bold poster at 10 of the busiest locations on campus. Measuring 17" by 21," news-rack posters are an effective tool for long term, visible and effective advertising. You can provide your own 17" by 21" poster or provide artwork to the *Courier*, which will have it printed by Western Illinois University's Visual Production Center for \$25 per poster. Cost per rack is \$200 per month (which doesn't include poster printing cost).

Classified Advertising

Classified Advertising Rates

Open rate \$5.50 per issue
Campus rate (Applies to students, student groups, & University staff). \$4.00 per issue
Online Web classified ad (Web only) \$5.50 per week
Monday - Sunday
Open rate – Combined print/
online classified ad \$19.00 per week
Monday - Sunday
Campus rate - Combined print/
online classified ad \$15.00 per week
Monday - Sunday

*Rates above are for 25 words; each additional word costs 5¢.

Classified Advertising Deadline: The deadline is two business days before publication. All sections of the *Western Courier Advertising Policy* apply. Faxed ads will run when prepayment is received. Student identification cards are required at the time of placing classified ads to receive the student rate. Classifieds will not be accepted through the mail unless payment is enclosed. Sorry, but there are no exceptions.

Advertising Cancellations: Clients will be assessed a 50% preparation charge for each ad canceled after the advertising deadline.

Past Due Accounts: Net due 30 days within receipt of invoice. A monthly 1.5% finance charge is added to all accounts past due. Credit will not be extended when accounts are 60 days past due. Accounts 60 days past due may advertise but must prepay twice the amount of the ad being placed. The remaining amount will be applied to the account balance.

Page Requests: Requests for advertisement locations will depend on space availability. The paper cannot guarantee an ad will run on a specific page.

Subscription Rates

One semester (44 issues) \$25.00
One year (87 issues) \$50.00

The advertising manager reserves the right to sell special display and classified promotional advertising packages.

Special Advertising Services

Insertion Charges/Preprints

Local price \$100.00 per thousand

National price \$125.00 per thousand

Preprinted flyers, pamphlets, supplements, and other material to be inserted in the *Courier* must be taken or shipped to the publishing company below at least two business days prior to desired circulation date:

Galesburg Register-Mail
140 S. Prairie Street, Galesburg, IL 61401
(309) 343-7181

A sample of each preprinted item must be received and approved by the *Courier* advertising manager and/or the national sales director at least four business days prior to publication insertion date. The advertising manager reserves the right to reject inserts from clients who have not submitted samples for approval in the above manner.

Supplements

Local rate \$175.00 per page

National rate \$225.00 per page

*Minimum of four pages required

Supplement Deadline: The deadline is four business days before publication. All sections of the *Courier Advertising Policy* apply.

Web Advertising

www.westerncourier.com

Campus, local, and national advertisers can connect with customers through the *Western Courier's* website. Web advertising is cost-effective and offers a way to quickly connect with thousands of readers. The *Courier* website offers an online version of the printed newspaper.

Web Rates

The *Western Courier* offers standard banner (468 × 60) and square button (125 × 125) ad space on the website. All Web advertising is sold in one-month blocks. The *Courier* accepts the following ad formats for the Web: JPG, GIF, and PNG. In addition, the *Courier* can create an ad for you to fit your specs.

Standard banner \$150.00 per month

Square button \$100.00 per month

Weather sponsor 3x ROS \$150.00 per month

Top leaderboard 3x ROS \$250.00 per month

Half banner 3x ROS \$150.00 per month

Big ad #1 3x ROS \$200.00 per month

Big ad #2 3x ROS \$200.00 per month

Tile ads 3x ROS \$75.00 per month

Page curl exclusive. \$300.00 per month

Contact and Copy Requirements

Advertising Policy

Verbal agreements, promises, or special waivers not contained in this document shall not be binding. All advertising copy is subject to the approval of the *Western Courier* editor-in-chief. Advertising that is untrue, deceptive, defamatory, or fraudulent in whole or in part will not be accepted.

Advertisers may enter into a contract for advertising provided their account is in good standing. Advertisers who do not use the amount of space stipulated in the contract in the time allotted agree to pay the *Western Courier* for all unused space.

The *Western Courier* is not responsible for incorrect ad copy submitted by the advertiser. Changes in approved advertising content will not be made after deadline. Changes can only be made if submitted by 3:00 PM the day before advertising is to run.

All advertising offering the sale of goods, services, or ideas must contain the name of the person, company, or organization making the offer—including political advertising. The primary responsibility for truthful and nondeceptive advertising rests with the advertiser.

Advertisers will defend the *Western Courier* in all claims and/or litigation directly or indirectly related to improper or unauthorized use of photographs, names, logos, trademarks, likenesses, or any other ad copy given to the *Western Courier* by the advertiser.

The *Western Courier* reserves the right to revise the schedule of open rates by giving 30 days' written notice.

Make-good and refund disputes will be considered on an individual basis if submitted within one week after publication. Any disputes after that time will not be considered. Because the *Western Courier* is printed by Galesburg Register-Mail, the *Western Courier* cannot always be held responsible for printing quality.

Alcohol Advertising Requirements

- ◆ The *Western Courier* will reject alcohol advertising that promotes or encourages excessive and/or irresponsible drinking.
- ◆ The *Western Courier* will require alcohol advertisements to carry disclaimers promoting responsible and sensible drinking practices.
 - ◆ Liquor store ads will carry a proof-of-age policy or disclaimer.
 - ◆ Drinking establishment ads will carry a disclaimer promoting socially responsible alcohol consumption.

The editor-in-chief shall have final approval of all advertising.

Credit

All new accounts are required to pay for ads in advance for 60 days to establish credit. After 60 days, a credit application must be approved to extend credit privileges.