THE JOURNAL

Thank you for your interest in advertising in **The Journal.** This brochure contains advertising information you should find helpful. If additional assistance is needed, please contact us.

CONTACTS

PHONE

Call direct:

(580) 559-5250

Call the switchboard:

(580) 332-8000, X250

FAX

(580)-559-5251

ADDRESS

The Journal
East Central University
1100 East 14th
PMB Q-7
Ada, OK 74820

E-MAIL

journal@ecok.edu

ADVERTISING MANAGER,

Zack McCullock (405) 408-4589

ADVISOR

Cathie A. Harding

CIRCULATION

The Journal is published on Thursdays during the fall and spring semesters with a circulation of 3,000 students, alumni, businesses and faculty.

(Almost 25% of the population of Ada.)

RATE

Cost per column inch is $5.50. Just multiply the number of columns of your ad by the number of inches of your ad to determine the number of column inches your ad will take. Then multiply that number by $5.50.

Example. I would like a 2x2 ad. 2 x 2 = 4. $5.50 x 4 = $22

*Media Outlet Providers will be charged $6.50 per column inch.

INSERTIONS

Insertions are available upon request for $500. Copy needs to be delivered to the Shawnee News-Star, 215 N. Bell St., Shawnee, OK. Copy is due *1 week* prior to insertion date.

COLOR

Color is available upon request. Full color costs $225, spot color costs $50. Requests for color must be given *at least 2 weeks* before publication. Full color is only available on the back page. Spot color is available on all pages.

SPECIALS

PRE-PAYMENT SPECIAL

If payment is received before the issue is published, customers will receive $1 off per column inch for their advertisement.

SCHOOL YEAR SPECIAL

Buy 15 ads and get 10 ads FREE (only available in September)

SEMESTER SPECIAL

Fall Special- Buy 8 ads and get 4 ads FREE
Spring Special- Buy 8 ads and get 5 ads FREE

EVERYDAY SPECIAL

Buy 3 ads and get 1 ad FREE

BACK TO SCHOOL SPECIAL

Get 50% off price of full page ad in first 4 issues of the semester.

SPECIFICATIONS

The Journal is published in a 11.5" by 14" format and divided into five columns. Columns are 2" wide. Full page ads are 5 columns by 12.5".

COPY DEADLINE

Copy is due Thursday at 5 p.m. one week prior to publication. Copy may be sent via e-mail. TIFFS and JPEGS transfer easily.

PROOFS

Proofs will be provided on request for any ad submitted, provided the copy is received 10 days prior to publication.

PAYMENT

Pre-payment: Payment is due at the time of the ad purchase. Regular payment: Payment is due 30 days upon receipt of invoice.

ERRORS IN ADS

Compensation for errors made by **The Journal** in an ad will be made through the cost of the ad.

CANCELLATIONS

Cancellation of advertising is allowed only until the deadline for space reservation.

POLICIES

All advertising copy is subject to the approval of **The Journal**. **The Journal** reserves the right to refuse advertising.

PUBLICATION DATES

Fall 2011

September:
1, 8, 15, 22, 29

October:
6, 13, 27

November:
3, 10, 17

December:
1

Spring 2012

January:
19, 26

February:
2, 9, 16, 23

March:
1, 8, 29

April:
5, 12, 19, 26

The Journal

Advertising information
East Central University
3rd Floor Memorial Student Union
Ada, OK 74820
(580) 332-8000 EXT 250