

Display Advertising Rates

	Full Page	1/2 Page (wide)	1/2 Page (long)	1/4 Page	1/8 Page
Ad Dimensions* (width x height)	10.25 x 14.5	10.25 x 7.25	5 x 14.5	5 x 7.25	5 x 3.5
National Rates	\$375.00	\$190.00	\$190.00	\$95.00	\$50.00
Local Rates	\$320.00	\$160.00	\$160.00	\$80.00	\$40.00
On-Campus Rates	\$215.00	\$110.00	\$110.00	\$55.00	\$30.00

* All ad dimensions are in inches.

Print Discounts

- Any ad scheduled to run for two issues will receive a 3% discount for the total cost of the time it is run.
- Any ad scheduled to run for three to six issues will receive a 5% discount for the total cost of the time it is run.
- Any ad scheduled to run for seven or eight issues will receive a 10% discount for the total cost of the time it is run.
- If an ad includes a coupon for SDSM&T students or if it overtly advertises a discount for SDSM&T students upon the contingency that they show their student ID, then the advertiser will receive an additional 5% discount on their total purchase.

Circulation

Circulation: 1,000
Campus Population: approx. 2,200

Extras

Ad Placement

Specific page reservation \$15

Color

Color is an additional 40% of the total cost of the ad.

Ad Design

Ads can be designed for an additional 50% of the total cost of the ad. All ads designed by the staff become sole property of the *Aurum*.

Inserts

Inserts must be pre-printed and 1000 copies delivered to the *Aurum* office at the SD School of Mines or pick-up arranged by the print deadline. Inserts cost \$135 per issue.

Political Ads

All political ads must be clearly labeled "Paid Advertisement" and include an organization name. All political advertising is required to be paid in advance and does not qualify for any discount.

Contact Information

Address:

Aurum SDSM&T
501 E. St. Joseph St.
Rapid City, SD, 57701

Advertising:

aurum.ads@gmail.com

Newsroom:

aurum.sdsmt@gmail.com

Website:

aurum.website@gmail.com

Fall '10 - Spring '11

	Deadlines (Fridays)	Distribution Dates (Wednesdays)
Sept. Issue:	Aug. 30 (Mon.)	Sept. 1
Oct. Issue:	Oct. 1	Oct. 6
Nov. Issue:	Oct. 29	Nov. 3
Dec. Issue:	Nov. 26	Dec. 1
Jan. Issue:	Jan. 21	Jan. 26
Feb. Issue:	Feb. 18	Feb. 23
March Issue:	March 18	March 23
April Issue:	April 22	April 27

Online Advertisement

Visit <http://sdsmtaurum.com/advertise/> for information about online advertising or contact our web editor at aurum.website@gmail.com.

Distribution Stand Displays

Ads can be placed in display boards on four distribution stands located in the following high-traffic areas:

- Classroom building lobby
- Surbeck Center lobby
- O'Harra lobby
- King Center lobby

Displays are replaced every month on the above distribution dates. Each stand can hold three 8.5x11 inch ads or one 17x20.75 inch ad for the following prices:

8.5x11 inch ad for one month..... \$250
17x20.75 inch ad for one month..... \$500

Advertising Policy

The Editor in Chief reserves the right to reject any advertising. The words "Paid Advertisement" may be placed above and/or below any advertisement. Acceptance by advertising representatives does not necessarily constitute acceptance by the Editor in Chief.

Production

Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. All ads created by the *Aurum* remain its sole property.

Technical Specs

Page size: 10.25 in x 14.5 in

Color: CMYK

Ad Format: PDF or JPEG

Cancellation

Cancellation of advertising space or inserts is accepted until deadline. Advertisers are responsible for the cost of orders cancelled after deadline.

Ad Submission

Please submit digital ads as PDFs or JPEGs to aurum.ads@gmail.com by the deadline.

Payment

The advertiser must agree to pay a 25% deposit due upon signing the contract, with the balance due under this contract payable in equal monthly installments over the period of this contract (see contract sheet). The *Aurum* business manager will send out periodic invoices to keep record of payments. Checks should be made out to **SDSM&T Aurum**.