

# The Blue & White Flash Advertising

## Terms and Conditions

The Blue & White Flash adheres to all applicable state and federal regulations governing advertising. We reserve the right to reject any advertisement.

- The Blue & White Flash reserves the right to edit or reject any copy.
- If billings are not paid by the due date, The Blue & White Flash reserves the right to cancel the advertising agreement without notice. In such event, all charges for advertising published prior to such cancellation shall immediately become due and payable at the rate earned to date of cancellation.
- A \$40 service charge will be assessed to all returned checks.
- Advertisements canceled after published dead lines will be billed to advertiser (for unsold space).
- All advertising must carry identification of the sponsor or sponsoring organizations.
- Any ad that closely resembles editorial material must carry the words "Paid Advertisement" in minimum 10-point bold typeface.
- The Blue & White Flash shall be under no liability for late delivery due to any natural occurrence or printer error.
- The Blue & White Flash may offer promotions not listed in the rate card.
- Tearsheets are mailed every Friday.
- The Blue & White Flash reserves the right to amend the terms, conditions and rates in this Rate Card at any time with 30 days notice. In this event, the advertiser may, penalty free, amend or cancel his/her contract or space reservation order on the date the rates change or conditions take effect.

The Blue & White Flash reserves the right to require advertisers to pay in advance or to pay in cash. If a debt is not settled by the stated due date in the signed contract, The Blue & White Flash reserves the right to terminate the advertising agreement without notice.

# Tabloid Dimensions & Print Advertising Rates

The Blue & White Flash is printed in tabloid format. Regular press run = 3,000 copies; special welcome and back to school edition = 5,000 copies

\*NOTE: Full color: add \$150.00. Spot color: add \$100.00 to prices stated below.

Call or email about placement options or frequency

Full Page Width = 9.5 inches Height = 20.5 inches Local: \$610.00 National: \$755.00	Quarter Page (2 Column) Width = 4.75 inches Height = 10.25 inches Local: \$155.00 National: \$185.00
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Half Page (4 Column) Width = 9.5 inches Height = 10.25 inches Local: \$305.00 National: \$375.00	Quarter Page (4 Column) Width = 7.6 inches Height = 5.125 inches Local: \$155.00 National: \$185.00
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Half Page (2 Column) Width = 4.75 inches Height = 20.5 inches Local: \$305.00 National: \$375.00	1/8 Page (2 Column) Width = 4.75 inches Height = 5.125 inches Local: \$75.00 National: \$95.00
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1/3 Page (4 Column) Width = 9.5 inches Height = 5.125 inches Local: \$205.00 National: \$250.00
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1/3 Page (2 Column) Width = 4.75 inches Height = 15.375 inches Local: \$205.00 National: \$250.00
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## The Blue & White Flash Subscription Information

1 year.....	\$25
2 year.....	\$40

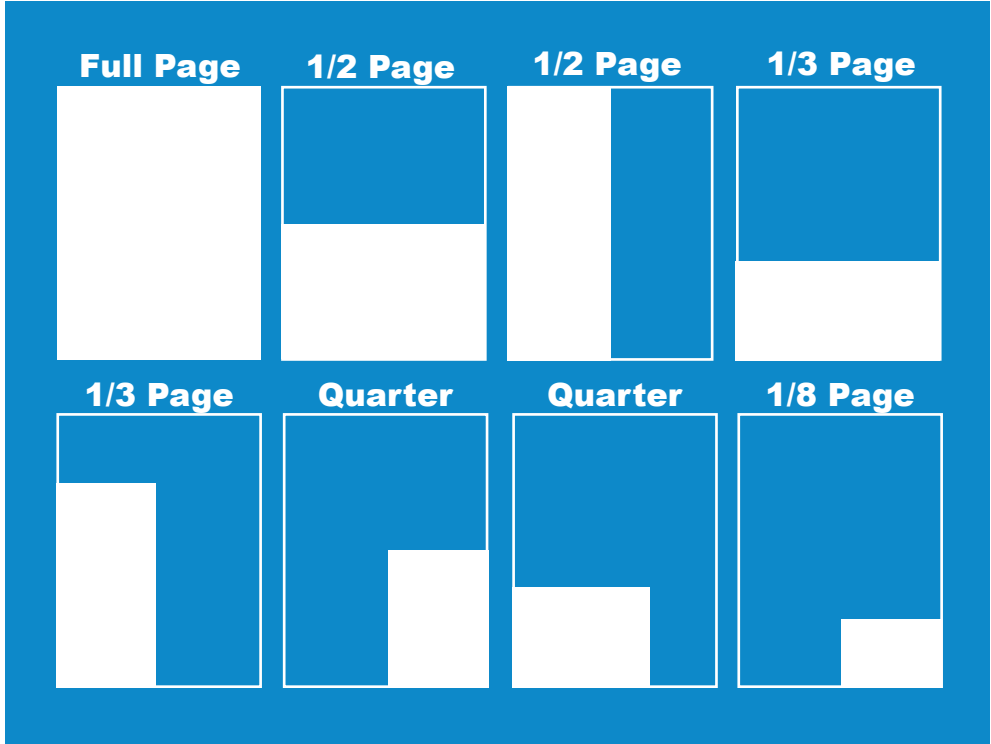
## Contact Information

The Blue & White Flash • PO Box 18449  
Jackson, MS 39217

## Publications Manager

shannon.d.tatum@jsums.edu

Phone: 601.979.2082



# Online advertising sizes and rates

We provide two size options for online advertisements. Your ad will run in rotation with a maximum of two other ads in the same location. If you do not see your ad, simply hit the refresh button on your web browser once or twice and it will show up.

- **Box:** Runs top right on the page at 250 pixels wide x 250 pixels tall.
- **Tower:** Runs on the lower right of the page at 250 pixels wide x 324 pixels tall.

*All online ads must be a minimum of 50kb and no larger than 100Kb. No exceptions.*

Currently we work with static images only. We will design online ads at our normal rate of \$55 per ad. If provided by you the ad should be sent as a .jpg file.

## ONLINE DISPLAY RATES

- Tower:** \$150 per month / \$375 per semester
- Box:** \$100 per month / \$300 per semester



## Classified Advertising

\$0.25 per word with a 10-word (\$2.50) minimum. The advertisement must run two consecutive issues. No frequency discounts apply to classified advertising. Reversed type is not accepted. Cancellation of advertising for refund cannot be made after the deadline for space is reserved. Classified advertisements are 1/16 of a page.

In the event that a classified ad does not run as scheduled or contains an error that is clearly the fault of The Blue & White Flash, we will correct the content and, in the next possible issue, run the revised classified free of charge.

## Inserts

\$200 per 1,000 inserts ----- maximum number of inserts accepted per press run up to 3,000

- Minimum size: ..... 4" x 7"
- Maximum size: ..... 10" x 11"
- Only Pre-Printed inserts accepted

## Ad Design

Need help? Ask the Blue & White Flash to design your ad. Ad design is \$55.

Clients requiring a proof for an ad designed or altered by The Blue & White Flash must submit information by noon one week prior to the publication day. Client must approve artwork by the ad deadline.

## Placement Requests

Ad placement preferences for any page aside from the back page is not guaranteed but will be honored when possible.

## Ad Deadlines

(for publication in the Thursday issue)  
 (Camera Ready) Advertising is preferred:  
 Due: Monday @ 12 Noon (prior to desired issue date)

### About Jackson State University

Since 1877, Jackson State University has been providing young men and women opportunities that will empower them to succeed in an increasingly complex world. As the Urban University of Mississippi, Jackson State emphasizes public service programs designed to enhance quality of life and seek solutions to urban problems in the physical, social, intellectual, and economic environments.

Located in Jackson, the capital city and the cultural, political, geographic and business center of Mississippi, the campus is a scenic 125-acre tract only five minutes from downtown and less than twenty minutes from Jackson-Evers International Airport. For more information about Jackson State University visit: <http://www.jsu.edu>

# THE BLUE & WHITE FLASH

The Flash / eXperience Magazine

## Advertising Contract

Please send contract and payment to:

The Jackson State University Student Publications (SP)  
The Blue & White Flash / The eXperience Magazine  
P.O. Box 18449 • Jackson MS 39217  
Phone: 601-979-2167

Company/Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

- Student Publications agrees to provide:

\_\_\_\_\_ the advertising as indicated on the order form which is part of this contract.

- Advertiser will supply SP with artwork according to the specifications described.

- All changes, additions or deletions will not be considered agreed to or binding to the other unless such modifications have been either initialed or approved in writing by both parties.

- SP reserves the right to require prepayment for all new contracts established.

- The signing of the contract indicates acceptance and shall not be modified or amended except in writing and signed by both parties.

- SP shall have no liability for failure to execute this advertising contract because of government restrictions, acts of God, accidents, fires, internet outages or any other cause beyond SP's control that would affect production or distribution.

### Advertiser

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

TOTAL Payment Amount: \_\_\_\_\_

Select method of payment:  Check  Money Order (make check payable to The Blue & White Flash in U.S. funds)

Visa  MasterCard  Purchase Order \$ \_\_\_\_\_

Print Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVN Code: \_\_\_\_\_ (MC/Visa-3 digit code back)

[For Office Use Only] Contract# \_\_\_\_\_ Insertion Order# \_\_\_\_\_ Initial \_\_\_\_\_

For More Info Contact: Shannon Tatum • Publications Manager

Phone: (601) 979-2082

Email: shannon.d.tatum@jsums.edu