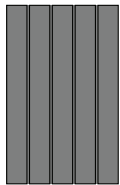


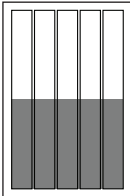
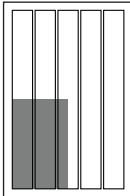
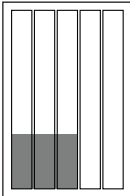
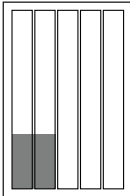
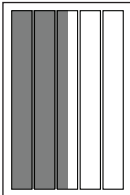
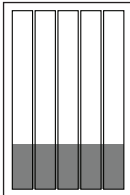
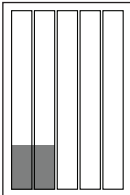
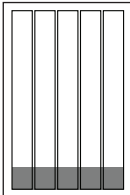
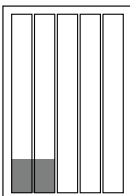
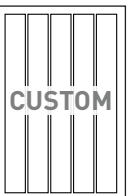
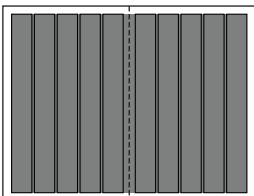
BASE RATES	ARTWORK DIMENSIONS	CONTACT														
per column inch (PCI)																
<b>Student Orgs: \$8.00</b> <b>UCSD: \$10.00</b> <b>Local: \$12.00</b>	<table> <tr> <th>Column</th><th>Width</th><th>Inch Height</th></tr> <tr> <td>1 col</td><td>1<sup>7</sup>/<sub>8</sub>"</td><td rowspan="5">Ad height measured in inches. Maximum height of 16". Ads taller than 13" will be billed at the full page height of 16".</td></tr> <tr> <td>2 col</td><td>3<sup>9</sup>/<sub>16</sub>"</td></tr> <tr> <td>3 col</td><td>6"</td></tr> <tr> <td>4 col</td><td>8"</td></tr> <tr> <td>5 col</td><td>10"</td></tr> </table>	Column	Width	Inch Height	1 col	1 <sup>7</sup> / <sub>8</sub> "	Ad height measured in inches. Maximum height of 16". Ads taller than 13" will be billed at the full page height of 16".	2 col	3 <sup>9</sup> / <sub>16</sub> "	3 col	6"	4 col	8"	5 col	10"	<b>Phone: (858) 534-0466</b> <b>Email: ads@ucsdguardian.org</b> <b>Regional, National &amp; Agencies:</b> Please Call Media Mate <b>(888) 897-7711</b>
Column	Width	Inch Height														
1 col	1 <sup>7</sup> / <sub>8</sub> "	Ad height measured in inches. Maximum height of 16". Ads taller than 13" will be billed at the full page height of 16".														
2 col	3 <sup>9</sup> / <sub>16</sub> "															
3 col	6"															
4 col	8"															
5 col	10"															

One Column Inch is 1 col by 1" tall

## AD PRICE

Base	Add-Ons	Example
 <b>Full Page</b> 5 col W x 16" H  <b>UCSD: \$800</b> <b>Local: \$960</b>	<b>Spot Color</b> 1 Color of Your Choice  <b>\$175 (Flat Fee)</b>	<b>Back Page in Color</b> Premium Placement and Full Color  <b>UCSD: \$1,375</b> <b>Local: \$1,575</b>
	<b>Full Color</b> CMYK Process 4 Color  <b>\$375 (Flat Fee)</b>	<b>Regular Placement</b> Ad Location: Page or Section <b>20% of Total</b>
		<b>Premium Placement</b> Back Page or Double Truck <b>25% of Total</b>

## SAMPLE SIZES (CUSTOM UPON REQUEST)

 <b>Half Page (Horizontal)</b> 5 col W x 8" H  <b>UCSD: \$400</b> <b>Local: \$480</b>	 <b>Quarter Page (Vertical)</b> 2.5 col W x 8" H  <b>UCSD: \$200</b> <b>Local: \$240</b>	 <b>3x5 (Custom PCI)</b> 3 col W x 5" H  <b>UCSD: \$150</b> <b>Local: \$180</b>	 <b>Eighth Page (Vertical)</b> 2 col W x 5" H  <b>UCSD: \$100</b> <b>Local: \$120</b>
 <b>Half Page (Vertical)</b> 2.5 col W x 16" H  <b>UCSD: \$400</b> <b>Local: \$480</b>	 <b>Quarter Page (Horizontal)</b> 5 col W x 4" H  <b>UCSD: \$200</b> <b>Local: \$240</b>	 <b>2x4 (Custom PCI)</b> 2 col W x 4" H  <b>UCSD: \$80</b> <b>Local: \$96</b>	 <b>Eigh Page (Banner)</b> 5 col W x 2" H  <b>UCSD: \$100</b> <b>Local: \$120</b>
 <b>2x3 (Custom PCI)</b> 2 col W x 3" H  <b>UCSD: \$60</b> <b>Local: \$72</b>	 <b>Custom (PCI)</b> Col W x Inch H  <b>UCSD: \$10 PCI</b> <b>Local: \$12 PCI</b>	 <b>Double Truck (Centerspread)</b> 10.5 col W x 16" H (2 Pages & Gutter) <b>UCSD: \$2,100</b> <b>Local: \$2,520</b>  Prices reflect special placement fee Not available on dates designated as special issues.	

CLASSIFIEDS			LOOSE INSERT PRICING		DEADLINES
\$0.75 per word - 25 word minimum \$2 flat fee for font embellishments (Italics, Bolds and Underlines)			Rates only cover the insertion of loose materials into the newspaper. Costs associated with production and shipping of inserts are the responsibility of the advertiser.		<b>Space Reservation</b> Space reservation and copy for display must be submitted by 3 pm three business days before the issue date.  <b>Graphic Design</b> The Guardian offers complimentary ad design services, provided that ad copy and design specifications are provided and discussed at least seven (7) business days prior to an issue's print date.  <b>Artwork Submission</b> Camera-ready ad artwork must be submitted to <a href="mailto:ads@ucsdguardian.org">ads@ucsdguardian.org</a> by 3 pm two business days before the issue date. A \$25 late charge for artwork will apply to ads received after deadline.
FREQUENCY DISCOUNTS					
Ad contracts of 5+ ads at one time are eligible for a discounted base rate (PCI), not including add-ons.					
Insertions	UCSD	Local	Number of Pages	Cost Per Thousand	
5-9 (5%)	\$9.50	\$11.40	1-2	\$110.00	
10-14 (10%)	\$9.00	\$10.80	2+	\$240.00	
15-19 (15%)	\$8.50	\$10.20	Min. Quantity	Max. Quantity	
20+ (20%)	\$8.00	\$9.60	2,000	8,000	
			Min. Size	Max. Size	
			4.5" x 6.0"	8.5" x 11.0"	

## BASE RATES

Type	Size	Week	Month	Quarter	Year
Web Rectangle	300 x 250 px	\$390	\$780	\$1,560	\$3,120

## CONTACT

Phone: (858) 534-0466

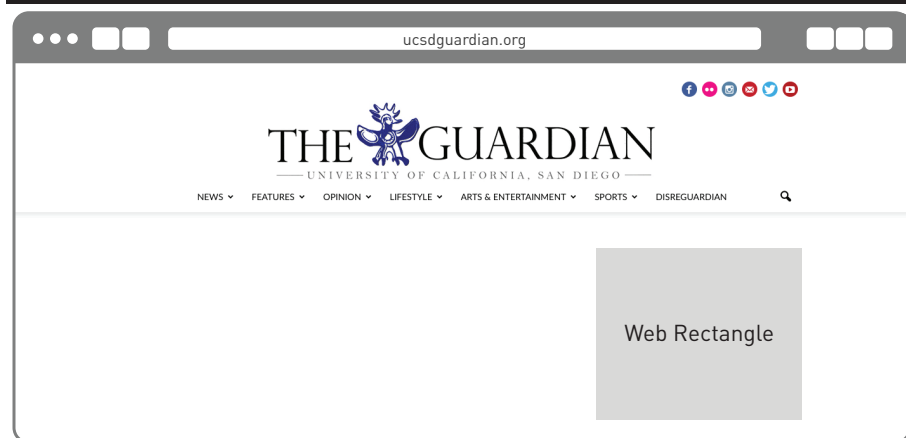
Email: [ads@ucsdguardian.org](mailto:ads@ucsdguardian.org)

Region, National & Agencies:

Please Call Media Mate

(888) 897-7711

## WEB IMAGES



## CLASSIFIEDS

Category	Cost per Subcategory
Housing	\$20
Around Town	\$20
For Sale	\$20
Services	\$5
Jobs	\$25

Advertisements remain online for 15 days.

Students, staff and faculty members can post free in one online sub-category.

For more information, visit [UCSDGuardian.org/classifieds](http://UCSDGuardian.org/classifieds).

## PUBLICATION CALENDAR 2016-2017

FALL 2016

SEPTEMBER

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

WINTER 2017

JANUARY

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SPRING 2017

APRIL

SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

SU	MO	TU	WE	TH	FR	SA
	1	2	3		5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

FINAL EXAMS

ACADEMIC HOLIDAY

UNIVERSITY HOLIDAY

B PRINT DATE

□ SPECIAL ISSUE

FALL 2016

Welcome Week

Job Fair

2016 Elections Issue

Christmas Gift Guide & Winter Movie Preview

WINTER 2017

Restaurant Week

Study Abroad

Valentine's Day Special

Travel Guide

SPRING 2017

Disreguardian

Election Endorsements

Sun God Festival

Summer Movie Preview

Housing Guide

Senior Send Offs/Graduation

Th, 9/22

M, 10/10

M, 11/7

Th, 12/1

M, 1/17

M, 1/30

M, 2/13

M, 3/6

M, 4/3

M, 4/10

M, 5/1

M, 5/22

Tu, 5/30

M, 6/5

**DISCLAIMER** Per free speech policy, the purchase of an advertisement in The Guardian does not affect editorial discretion and content published in The Guardian. However, The Guardian will (to the best of their ability) be mindful of the placement of ads and their adjacent content.

**ACCEPTANCE POLICY** All advertising materials submitted are subject to review, rejection, or acceptance by The Guardian. If needed, The Guardian will determine if the advertising meets their standards of acceptability. Standards of unacceptability include but are not limited to: material that misleads readers; is false; promotes illegal activity; denigrates race, age, gender, religious affiliation, nationality, sexual orientation or those individuals and/or groups protected by the American Disabilities Act of 1990.

**DEADLINES** The Guardian observes the following deadlines:

**SPACE RESERVATION & CHANGES** The deadline for advertising space reservation and changes to existing ad reservations is **3 P.M. THREE (3) BUSINESS DAYS BEFORE** an issue's print date. In general, reservations must be placed by 3 p.m. on the previous Wednesday for a Monday issue. Please note that University holidays as marked on our publication calendar do not count as a business day.

**LATE RESERVATIONS & CHANGES** New reservations or changes to existing ad reservations after the space reservation deadline (including changes to color and/or size) are not guaranteed to be accepted. If accepted, a late fee equal to 25% of the highest total ad charge will be applied. Ad artwork for late reservations must be provided by the Advertiser.

**CANCELLATIONS** Cancellations of existing ad reservations must be made by the reservation deadline (3 pm, three business days prior). **CANCELLATIONS AFTER DEADLINE WILL RESULT IN THE ADVERTISER BEING BILLED FOR THE SPACE RESERVED.**

**ARTWORK SUBMISSION** The deadline to submit camera-ready artwork is **12 NOON, TWO (2) BUSINESS DAYS BEFORE** an issue's print date. In general, artwork is due on the previous Thursday at 12 p.m. for a Monday issue. Please note that University holidays as marked on our publication calendar do not count as a business day. Preferred format of artwork is a flattened PDF with all fonts embedded, in the purchased color mode (B&W, 4-color, or spot color). Please avoid using 4-color blacks on B&W ads.

**AD DESIGN** The Guardian offers complimentary ad design services, provided that ad copy and design specifications are provided and discussed at least **FIVE (5) BUSINESS DAYS PRIOR** to an issue's print date. The more complicated the ad design, the earlier your ad specifications should be submitted. The Guardian limits the proofing process to two proofs, allowing for two revisions to be finalized **THREE (3) BUSINESS DAYS BEFORE** an issue's print date. Additional changes after this deadline will be subject to an hourly design rate of \$40/hour, and no major changes will be allowed.

**LATE ARTWORK** Artwork received or approved late may result in your ad not being printed or misprinted in the issue. Ads missed or misprinted as a result of late artwork submission or approval is the responsibility of the Advertiser and the Advertiser will still be billed for the space reserved.

**ERRORS** The Guardian strives to ensure ads run as intended by the Advertiser. Errors in print must be brought to The Guardian's attention within **10 BUSINESS DAYS AFTER** invoice. If The Guardian is at fault, The Guardian will make every effort to reschedule an ad of equal price under the following circumstances, unless the timeliness of the ad as passed. If the ad is run on an alternative date within one week of the intended date, the Guardian will consider the original error corrected ("made good"). In the event that an ad cannot be rescheduled due to timeliness, the Advertiser will not be billed or penalized for the ad.

**ERRORS IN AD CONTENT** For ads designed by the Guardian on behalf of the Advertiser and approved by deadline, every effort will be made to fix and reschedule the ad. For artwork submitted by the Advertiser, the Guardian prints as is, and is not responsible for errors made prior to receiving it.

**POOR IMAGE QUALITY & MISSED ADS** Ads that were submitted by deadline but do not print as scheduled, or print in poor quality (applies only to cases where ad file was corrupted/missing when transferring to printers).

**RATES** The Guardian offers different rates for regional/national & agency, local, and UCSD clients. The Guardian reserves the right to determine which rate an advertiser qualifies for.

**UCSD** Available only to UC San Diego departments and student organizations registered with the Center for Student Involvement, and must be paid for with a seven-character recharge index.

**LOCAL** Available only to advertisers located in San Diego County and departments from other campuses in the UC system. Please note that the budget for the ad must be local. If the budget is national, or an agency is placing the campaign, the advertiser is subject to the regional/national & agency rate.

**REGIONAL/NATIONAL & AGENCY** This rate applies if Advertiser does not qualify for the UCSD or local rate. This rate applies to **ALL AGENCIES** regardless of advertiser.

**RATE CHANGES** If The Guardian changes the rate under the category the Advertiser qualifies for, the Advertiser will be notified at least 10 business days prior to the change. The Advertiser has the right to cancel this agreement, without penalty, if such changes are not satisfactory. If agreement is cancelled after space has begun to run, the Advertiser will be billed for rates earned prior to cancellation of this agreement.

**DISCOUNTS** The UCSD Guardian offers discounted prices for placing multiple ads. If the Advertiser chooses to run less than the amount listed on the contract during the agreement period and no longer meets the requirements for the discount, the Advertiser agrees to pay the standard rate earned according to the current Guardian rate sheet. If the truncated ad run is a result of The Guardian's error, the discount will be honored if the ads cannot be rescheduled due to timeliness.

**BILLING & PAYMENT** The Guardian accepts payment by all major credit cards, checks, or inter/intra-UC campus recharges. The Guardian's billing cycle is currently the end of each month for ongoing contracts, or the last issue of your ad run for short contracts. This cycle is subject to change without notice.

**CREDIT CARDS** The Guardian accepts Visa, MasterCard, Discover and American Express. Advertisers who choose to pay by credit card are considered prepay and may be billed the full amount of their contract prior to or on the day of the first ad published. A valid and completed credit card payment form must be included with the contract prior to the ad's run. A declined charge may result in the postponement or cancellation of the Advertiser's ad run.

**CHECKS** Checks must be made out to UC Regents and include an invoice number. Terms are net 30.  
Please mail checks to:  
The UCSD Guardian  
9500 Gilman Drive #0316  
La Jolla, CA 92093

**INTRACAMPUS (UCSD) RECHARGES** For UCSD departments, a valid, 7-character index number must be provided in advance of the ad's run. Recharges are made on the day the ad prints. The Guardian accepts split/multiple indexes.

**INTERCAMPUS (UC SYSTEM) RECHARGES** For UC system schools, a completed Intercampus Order/Charge (IOC) form must be provided in advance of the ad's run.

**TEARSHEETS** PDFs of the issue can be viewed online at <http://issuu.com/ucsdguardian>. Physical tearsheets are mailed with invoice up at the end of a billing cycle.

**CREDIT** The Guardian reserves the right to dissolve this contract if the Advertiser's credit becomes impaired and to bill the Advertiser the rate earned for space already run under this contract.

**PRE-PAYMENT** The Guardian reserves the right to require pre-payment prior to an ad's run if the Advertiser is a first time client or has a history of missed or late payments.