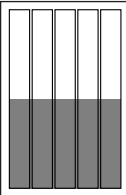
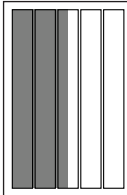
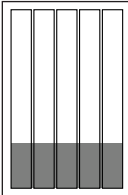
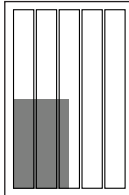
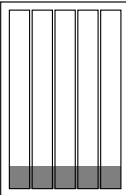
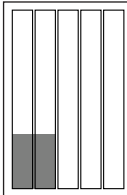




| BASE RATES | ARTWORK DIMENSIONS | | CONTACT |
|-------------------------------------|--------------------|--------------|---|
| per column inch (PCI) | Column | Width | Inch Height |
| Student Orgs: \$9.00 | 1 col | 1 7/8" | Ad height measured in inches. Maximum height of 16". Ads taller than 13" will be billed at the full page height of 16". |
| UCSD: \$11.00 | 2 col | 3 9/16" | |
| Local: \$13.00 | 3 col | 6" | |
| One Column Inch is 1 col by 1" tall | 4 col | 8" | |
| | 5 col | 10" | |
| | | | Phone: (858) 534-0466 |
| | | | Email: ads@ucsdguardian.org |
| | | | Regional, National & Agencies: |
| | | | Please Call Media Mate |
| | | | (888) 897-7711 |

AD PRICE

| Base | Add-Ons | | | | Example |
|---|---|--|--|--|--|
| Full Page 5 col W x 16" H | Regular Placement Ad Location: Page or Section | Premium Placement Back Page or Double Truck | Spot Color 1 Color of Your Choice | Full Color CMYK Process 4 Color | Back Page in Color Base Rate (PCI) x Premium Placement + Full Color |
| UCSD: \$880 Local: \$1,040 | 20% of Base Rate (PCI) | 25% of Base Rate (PCI) | \$175 (Flat Fee) | \$375 (Flat Fee) | UCSD: \$1,475 Local: \$1,675 |

SAMPLE SIZES (CUSTOM UPON REQUEST)

| | | | |
|--|---|---|--|
|  Half Page (Horizontal) 5 col W x 8" H UCSD: \$440 Local: \$520 |  Half Page (Vertical) 2.5 col W x 16" H UCSD: \$440 Local: \$520 |  Quarter Page (Horizontal) 5 col W x 4" H UCSD: \$220 Local: \$260 |  Quarter Page (Vertical) 2.5 col W x 8" H UCSD: \$220 Local: \$260 |
|  Eighth Page (Horizontal) 5 col W x 2" H UCSD: \$110 Local: \$130 |  Eighth Page (Vertical) 2 col W x 5" H UCSD: \$110 Local: \$130 |  Custom (PCI) Col W x Inch H UCSD: \$11 PCI Local: \$13 PCI |  Double Truck (Centerspread; Includes full color) 10.5 col W x 16" H (2 Pages & Gutter) UCSD: \$2,685 Local: \$3,105 <small>Prices reflect special placement fee Not available on dates designated as special issues.</small> |

FREQUENCY DISCOUNTS

Contracts of 5+ print ads at one time are eligible for a **discounted base rate (PCI)**, not including add-ons.

DISCOUNT BUNDLE: Contracts of 1-4 print ads plus 1 week of online ads are eligible for **\$1 off the base rate (PCI)**, not including add-ons.

| Insertions | UCSD | Local |
|--------------------|----------------|----------------|
| 1-4 + 1 wk. online | \$10.00 | \$12.00 |
| 5-9 (5%) | \$10.45 | \$12.35 |
| 10-14 (10%) | \$9.90 | \$11.70 |
| 15-19 (15%) | \$9.35 | \$11.05 |
| 20+ (20%) | \$8.80 | \$10.40 |

DEADLINES

Space Reservation

Space reservation and copy for display must be submitted by **3pm** three business days before the issue date.

Graphic Design

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.

Artwork Submission

Camera-ready artwork must be submitted to ads@ucsdguardian.org by **12pm** two business days before the issue date. A \$25 late charge for artwork will apply to ads received after deadline.

| CLASSIFIEDS | LOOSE INSERT PRICING | | | | |
|--|---|--------------------------|-------------------------|-------------------------|---------------------|
| \$0.75 per word 5 word minimum <small>\$2 flat fee for font embellishments (Italics, Bolds and Underlines)</small> | <small>Rates only cover the insertion of loose materials into the newspaper. Costs associated with production & shipping of inserts are the responsibility of the advertiser.</small> | | | | |
| | # of Pages | Cost Per Thousand | Minimum Quantity | Maximum Quantity | Minimum Size |
| 1-2 | \$110.00 | 2,000 | 4,000 | 4.5" x 6.0" | 8.5" x 11.0" |
| 2+ | \$240.00 | | | | |

BASE RATES

| Type | Size | Week | Month | Quarter | Year |
|---------------|--------------|-------|-------|---------|---------|
| Web Rectangle | 300 x 250 px | \$390 | \$780 | \$1,560 | \$3,120 |
| Banner | 728 x 90 px | \$400 | \$800 | \$1,600 | \$3,200 |

CONTACT

Phone: (858) 534-0466

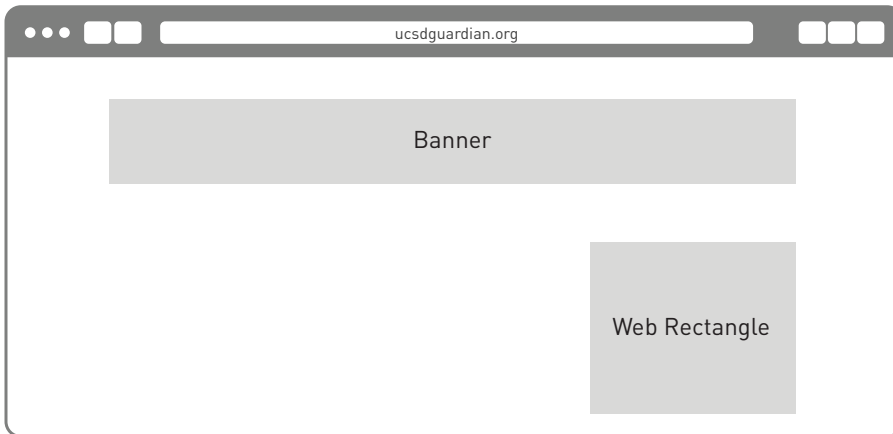
Email: ads@ucsdguardian.org

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.

PUBLICATION CALENDAR 2018-2019

SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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JANUARY

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FEBRUARY

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MARCH

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SPECIAL ISSUES

FALL 2018

Welcome Week Monday, 10/1
 Holiday Gift Guide & Movie Preview Monday, 12/3

WINTER 2019

Valentine's Day Special Monday, 2/11

SPRING 2019

Disreguardian Monday, 4/1
 Election Endorsements Monday, 4/8
 Senior Send Offs/Graduation Monday, 6/3

APRIL

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MAY

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JUNE

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FINAL EXAMS
 ACADEMIC HOLIDAY
 UNIVERSITY HOLIDAY
 PRINT DATE
 SPECIAL ISSUE

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 PM 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 Monday's 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 and Tuesday at 12 pm for a Thursday 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 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.

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 maybe billed the full amount of their contract prior to or on the day of the first ad published. Your Advertising Representative will call to get your credit card information. 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.

*subject to change

FALL 2018

SEPTEMBER

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OCTOBER

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NOVEMBER

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WINTER 2019

JANUARY

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FEBRUARY

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MARCH

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SPRING 2019

APRIL

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JUNE

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SPRING 2019

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 Election Endorsements Monday, 4/8
 Senior Send Offs/Graduation Monday, 6/3

■ FINAL EXAMS B PRINT DATE
 ACADEMIC HOLIDAY SPECIAL ISSUE
 UNIVERSITY HOLIDAY