



Advertise Here!



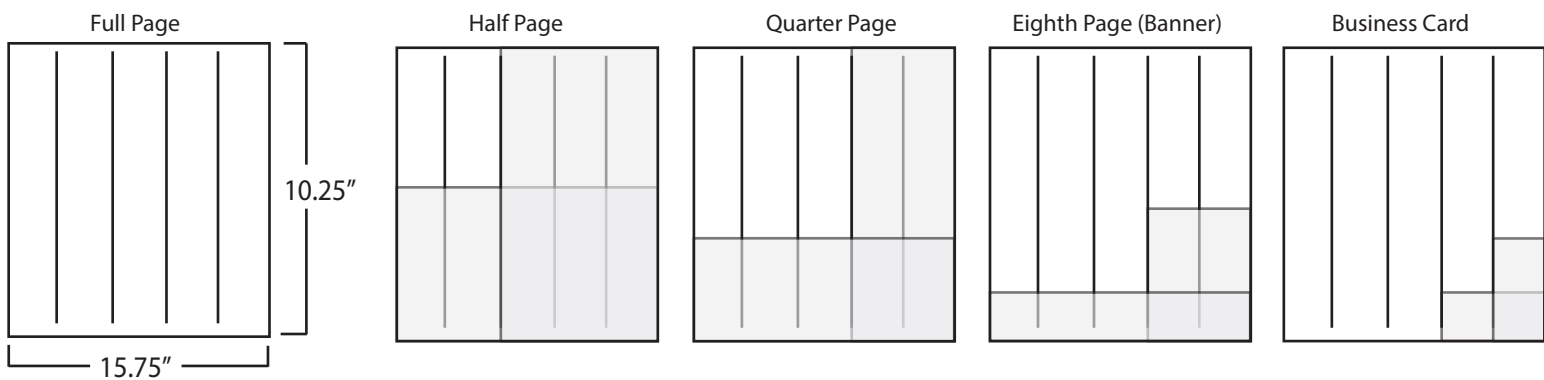
Email: thecurrentads@umsl.edu

Call: 314-516-5316

Print

	Campus Affiliated	Non-Campus Affiliated	Color
Full Page (10.25" x 15.75")	\$700	\$900	+\$100
Vert. Half Page (5" x 15.75")	\$400	\$500	+\$75
Horiz. Half Page (10.25" x 8.25")	\$400	\$500	+\$75
Quarter Page (5" x 8.25")	\$200	\$300	+\$50
Eighth Page (Banner) (5" x 4")	\$100	\$150	+\$25
Business Card (3" x 2")	\$50	\$50	+\$25
SPONSORED FACULTY COLUMN (only available to UMSL academic departments)	\$700		

\$50 design fee if applicable



Online

Bottom Banner (728 px x 90 px)	\$100/wk \$350/mo	\$50 design fee
Right Callout (300 px x 250 px)	\$100/wk \$350/mo	if applicable



Award Winning Website 2 years in a row!
Missouri College Media Association 2nd in State Award for Website Design

Social Media

	Campus Affiliated	Non-Campus Affiliated
Facebook Shoutout	Free for student groups* or \$10	\$20

*Limit 1 per event

Packages

Package deals are available. Package deals include multiple ads, consecutive ad buys, and different ad buys. Talk to our Ad Director for discounts and packages for you!

Print Ad Terms

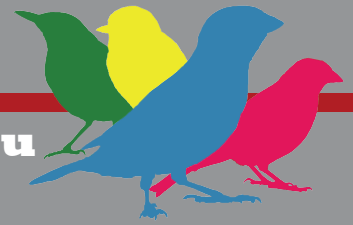
Ads should be sent in at precise dimensions mentioned in rate card- if not sent correctly as stated in contract will be printed as is. This can cause stretching and warping of ads.

Materials should be sent to the Ad Director no later than the Friday BEFORE publication by 3:00 p.m.
No refunds will be given if materials fail

to arrive by publication or without the explicitly expressed understanding of our Advertising Director, however, alternative print dates can be discussed.



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Special Dates

Publication Dates 2016-2017

Publication on Mondays except for holidays. * Denotes Stagnant parody issue

August: 21 28	January: 16 22, 29
September: 5, 11, 18, 25	February: 5, 12, 19, 26
October: 2, 9, 16, 23, 30	March: 5, 12, 19
November: 6, 13, 27	April: 2*, 9, 16, 23, 30
December: 4	

We print one edition in the summer. Date is to be determined by Editor-in-Chief. Please contact Ad Director for details.

☐ Classes begin

Fall 2017	Spring 2018
Weeks of Welcome Aug 21-Sept 30	Homecoming February TBD
Career Fair TBD	Valentine's Day February 14
Fall Expo Aug 23	Career Fair TBD
Veterans Day Issue November 6	UMSL Day March TBD
Fall Break Nov. 20-26	Spring Break March 26-April 2
Holiday Guide to Campus and STL December 4	Year in Review- Commencement April 30

Why Choose UMSL?

Market to people in St. Louis: UMSL has more than **95,000 alumni** – of which about **72%** live and work in the St. Louis region.

Inserts

	For All		
1,000 inserts	\$200		
2,000 inserts	\$300	Email for sizing.	Tribune Publishing
3,000 inserts (half run)	\$400	Must be mailed at	Att: Commercial
4,000 inserts	\$500	least 7 days prior to	100 N. 4th Street
5,000 inserts (full run)	\$600	publication date to:	Columbia, MO 65201

Additional Terms

A signed contract is required before any ad can run in The Current. Payment is expected within 30 days of invoicing and accepts checks.

The Current reserves the right to alter, reject, or edit advertisements at any time. The executive committee shall make any determinations; advertisers should direct questions regarding this policy to the Advertising Director.

Any advertisement designed to resemble a News story must carry the word "ADVERTISEMENT" at the top of the ad.

Advertising canceled after contracts are signed will be billed at 100% of space cost.

The Current is not responsible for the print quality of any ad if the stated criteria are not met.

Statements and tear sheets are mailed within the month of contract signing and publication respectively.

The Current does not grant refunds. Any outstanding balances will be credited to your account for use at a later date of publication.

Copy changes on proofs must be sent in no later than 5 p.m. the Friday before publication or discussed with the Advertising Director if more time is needed.

All advertising under contract must be used during the fiscal year in which the contract was signed.

Prepayment is required for all political or closing business advertisements, and travel agencies.

The advertiser and or its agency agrees to defend and indemnify The Current against any and liability, loss, or expenses arising for claims for libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights, or violations of rights of privacy or any other tort resulting from the publication of the advertiser's advertisement.

The Current shall not be liable for any failure to print, publish, or circulate in which such a failure to do so is due to nature, strikes, "Acts of God," accidents or other circumstances beyond our control. We will accommodate as needed for these events.

The Current reserves the right to revise any information within this rate card upon giving a 30 days notice.