

governance, from executive power to more shareholder involvement and better relationships with the public.

At least two oilfield companies have struggled to pay declared dividends. Statoil has been forced to cut its dividend after the company's board of directors concluded that it could not meet its obligations to shareholders.

We fill in the blanks

It is clear that the industry needs to do more to demonstrate its commitment to shareholders. It is also important that industry and government work together to give Britain the broadband network it needs to be fully competitive in the 21st century. The companies that provide the bulk of the broadband infrastructure

are the ones that will benefit most from this investment. The government has never been so good. This situation, and its operators trying to persuade the regulator that the charges are set unrealistically low. Yet the operators are available to help the government to deliver a better broadband service to all.

MEDIA KIT 2011-13

DePaul University | Student Media



About DePaul

The nation's largest Catholic university, DePaul is nationally recognized for the diversity of its student body, the strength of its service-learning curriculum, its commitment to sustainability and its academic rigor. Highly ranked programs in its 10 colleges and schools include business, psychology, multicultural education, digital cinema, video game development, theatre and music.

With more than 25,000 students and another 3,000 faculty and staff members, DePaul is a city within the city. Our students come from all 50 states and more than 80 countries; about 75 percent are from the metropolitan area.

DePaul's two primary campuses are located in retail and housing hot-spots: the trendy Lincoln Park neighborhood on Chicago's Near North Side and the booming South Loop education corridor, close to the Art Institute, Millennium Park and the State Street and Michigan Avenue shopping districts.

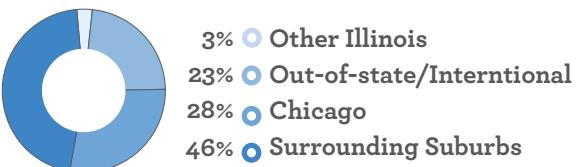
In fact, college students spend more than \$25 million with Loop-based retailers annually, according to a study sponsored by the Greater State Street Council and the Central Michigan Avenue Association; about one-seventh of those students attend DePaul.



25,398 total enrollment fall 2011

Undergraduate: 16,384
Graduate/Law: 9,014

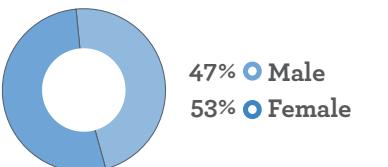
2011 Enrollment



2011 ENROLLMENT

Minority enrollment accounts for 32 percent of total enrollment, 35 percent of undergraduate enrollment and 25 percent of graduate and law enrollment. In 2011:

- Hispanic/Latino population is 13 percent of total
- African-American population is 9 percent of total
- Asian population is 7 percent of total
- Multiracial/non-Hispanic population is 3 percent of total
- Pacific Islander population is .3 percent of total
- Native American population is .1 percent of total
- Caucasian population is 55 percent of total



35% Graduate/Law
65% Undergraduate

These students come from all 50 states and more than 80 countries.

Award-winning Newspaper



The DePaulia

DePauliaOnline.com

The DePaulia

The DePaulia, an entirely student-run weekly newspaper, has won 18 awards from the Illinois Collegiate Press Association in the past three years, including awards for general excellence. One of its four first-place awards was for in-depth reporting on Chicago's bid to host the 2016 Summer Olympics; it was the only student newspaper to send a reporter to cover the host city announcement in Copenhagen in 2009. It also produced a professionally acclaimed 16-page special section on Chicago's bid to host the 2016 Summer Olympics. The student newspaper has operated continuously since it was created in 1922.

The website, depauliaonline.com, receives more than 25,000 unique visitors per month and operates year round. The website is updated on Monday and again on Thursday for the Weekend Edition, which features entertainment and bar and restaurant reviews.

Award-winning Radio Station



Radio DePaul

Radio DePaul is a streaming radio station that offers a vibrant blend of music, talk, news, and sports programming. Available globally via the Internet (radio.depaul.edu) and on iTunes radio (college and hip hop categories), the 25-year-old Radio DePaul features include talk shows, author interviews, news and sports, including live play-by-play of men's and women's basketball games. It broadcasts 24/7 throughout the year, including summers.

Student-run Radio DePaul was voted the best college radio station in the nation by the Intercollegiate Broadcasting System in March 2010, in addition to receiving eight other awards. It earned four additional first place awards, including best newscast, in 2011. Radio DePaul won three Illinois Broadcasting Association Silver Dome Awards in 2011. In 2010, the Huffington Post named Radio DePaul as one of the top nine college stations in the country.

Radio DePaul has more than 3,000 site visitors per month.



The print edition of *The DePaulia* is distributed on Mondays; 5,000 copies are distributed free at the Lincoln Park and Loop campuses. The online edition, dePauliaonline.com, is updated as stories break throughout the academic year and receives more than 25,000 unique visitors each month. The newspaper maintains an active social media presence that drives traffic back to its website.

The DePaulia is published in tabloid format. The printing area is 5 columns 10 inches across by 16 inches down.

NET RATE \$10.50 PER COLUMN INCH



PRINT ADVERTISING

SIZE	B/W	COLOR
Eighth Page (4x4)	\$105.00	\$355.00
Quarter Page (5x8)	\$280.00	\$530.00
Half Page (10x8 or 5x16)	\$420.00	\$670.00
Full Page (10x16)	\$840.00	\$1,090.00

ONLINE ADVERTISING

- \$95.00 per week
- \$350.00 for 4 weeks
- 300 px wide, 250px tall
- Runs on right side of page
- Runs with up to four other ads

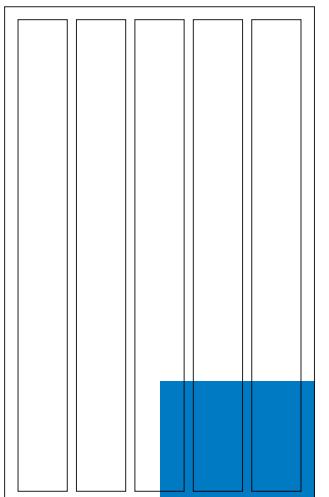
COMBINED ADVERTISING

If you place an order for both an online and a print advertisement, the rate of the online advertisement is reduced:

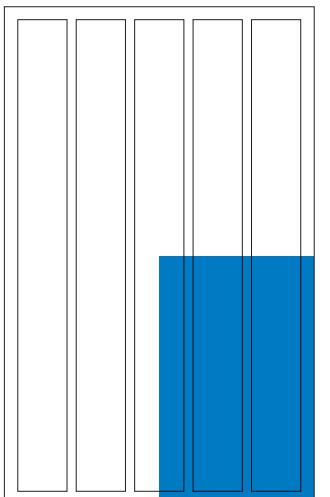
\$75.00 per week (\$20 saving)
\$250.00 for 4 weeks (\$50 saving)

- You do not have to use the same ad in the printed copy and online to qualify for the discount. However, the ads must be placed at the same time.
- All online advertisements must be less than 300 kb and in a standard web image (.jpg, .png or .gif).
- Online ads will be placed in one section; there is a 10 percent premium if you would like to place the ad in any additional section.

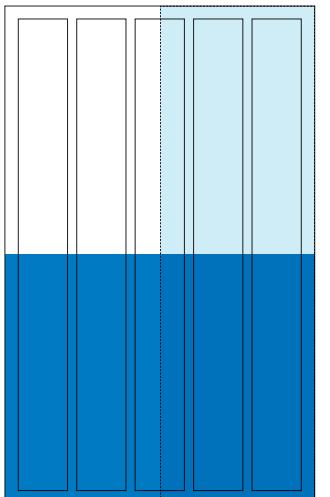
**Eighth Page
(4"x4")**



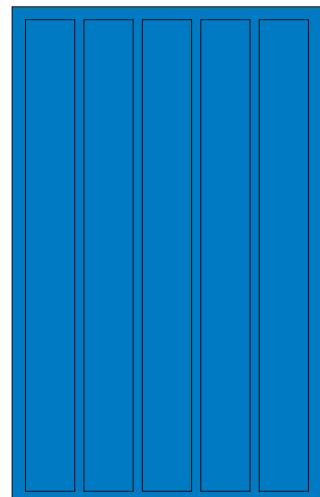
**Quarter Page
(5"x8")**



**Half Page
(10"x8" or 5"x16")**



**Full Page
(10"x16")**



INSERTS

The *DePaulia* charges a flat rate for inserts \$935, which includes stuffing costs. Insert ads should be no larger than 8.5" x 11" to fit in the paper. There are two standard sizes that are offered for insertions:

- **Minimum Size:** 4 1/2 x 5 3/4
- **Maximum:** 8 1/2 x 11

Tri-folded accordion folds are not allowed.

Inserts will not be accepted any earlier than Friday before the insertion date.

Two sample copies must be sent to Newsweb Corporation two weeks prior to distribution. After approval, inserts must be shipped directly to printer at least one week prior to distribution.

Ship to:

Newsweb Corporation
Attn: DePaul University
Inserts
1645 W. Fullerton Ave.
Chicago IL. 60614-1919

RATE DISCOUNTS

5 percent discount for ads that run for at least three weeks.
10 percent discount for ads that run for at least five weeks.
30 percent discount for ads that run at least nine weeks.
20 percent discount for non-profit organizations.
40 percent discount to university entities.

AD PLACEMENT

Placement is at the discretion of the Advertising Department. Suggestions will be taken for the placement of all ads, but cannot be guaranteed.

PUBLICATION DATES

2011-12

FALL	WINTER	SPRING
September 12, 2011	January 9, 2012	April 2, 2012
September 19, 2011	January 16, 2012	April 9, 2012
September 26, 2011	January 23, 2012	April 16, 2012
October 3, 2011	January 30, 2012	April 23, 2012
October 10, 2011	February 6, 2012	April 30, 2012
October 17, 2012	February 13, 2012	May 7, 2012
October 24, 2012	February 20, 2012	May 14, 2012
October 31, 2012	February 27, 2012	May, 21, 2012
November 7, 2012	March 5, 2012	May 28, 2012

2012-13

September 10, 2012	January 14, 2013	April 8, 2013
September 17, 2012	January 21, 2013	April 15, 2013
September 24, 2012	January 28, 2013	April 22, 2013
October 1, 2012	February 4, 2013	April 29, 2013
October 8, 2012	February 11, 2013	May 6, 2013
October 15, 2012	February 18, 2013	May 13, 2013
October 22, 2012	February 25, 2013	May 20, 2013
November 5, 2012	March 4, 2013	May 28, 2013
	March 11, 2013	June 3, 2013

DEADLINES

All space reservations must be made by **Tuesday at 5 p.m.** for the following Monday publication. All ad artwork and ad copy must be received by **noon Wednesday**. Changes to artwork or ad copy must be made prior to the Wednesday deadline. The advertiser is responsible for notifying *The DePaulia* in a timely manner for any ad changes that need to be made. *The DePaulia* accepts no responsibility for mistakes in advertising that were not changed prior to the Tuesday deadline.

AD RESERVATION

By Fax:

To reserve an ad by fax, fax the ad reservation form to the attention of **Advertising Manager at (773) 325-7442**. If a form is not provided, please specify the issue date(s) and the exact size of the ad, and include all billing information, as well as a contact name and phone number. Advance notice is preferred. Ads must be confirmed by the space reservation date in order for publication to be guaranteed.

By Email:

To reserve an ad by email, please specify the issue date(s) and the exact size of the ad, and include all billing information as well as a contact name and phone number. Ad reservations can be emailed to **Advertising Manager at depauliabusiness@gmail.com**. Advance notice is preferred. Ads must be confirmed by the space reservation deadline in order for publication to be guaranteed.

By Phone:

To reserve an ad by phone, please specify the issue date(s) and the exact size of the ad. Make sure to state the business (if appropriate), as well as a contact name and phone number. Advance notice is preferred. Ads must be confirmed by the space reservation deadline in order for publication to be guaranteed. The number is (312) 324-4546.

By Mail:

To reserve an ad by mail, mail the ad reservation form to the address listed below. If a form is not provided, please specify the issue date(s) and the exact size of the ad, and include all billing information, as well as a contact name and phone number. Advance notice is preferred. Ads must be confirmed by the space reservation date in order for publication to be guaranteed.

Newsweb Corporation
Advertising Manager
Attn: DePaul University
1645 W. Fullerton Ave.
Chicago IL. 60614-1919

PAYMENT POLICY

Invoices and tear sheets will be sent out within 30 days of the publication's date. It is the responsibility of the advertiser to request the desired number of tear sheets. If tear sheet requirements are not specified, advertisers will be sent one full issue along with their invoice. Payment is expected within 30 days of the invoice postmark. Payments not received within 30 days will be charged an additional 5 percent late fee for each week following payment due date. This includes all DePaul University on-campus organizations.

If you are mailing a check for payment, please include at least ONE of the following on the memo of the check: the invoice number to which the payment corresponds or the date for which the specific ad ran.

Payment should be sent to:

The DePaulia
14 E. Jackson
11th floor
Chicago, IL 60604

DEPAULIA ADVERTISING POLICY

Ads may be sent either as a hard copy or by email. *The DePaulia* cannot accept advertisements by fax or on disk. Photocopies or distorted, fuzzy advertisements will not be accepted. The advertiser is responsible for submitting its ad according to the specified measurements. *The DePaulia* assumes no responsibility for the distortion of ads whose size was digitally enlarged or reduced to fit the ad space ordered.

Advertisements can be emailed in the form of PDF, JPEG or TIFF files as long as the file is in PC format. Please do not email ads saved in PageMaker, Microsoft Publisher, or Adobe Illustrator formats.

Ads can be emailed to Advertising Manager at depauliabusiness@gmail.com.

The DePaulia reserves the right to reject any advertising copy that does not meet newspaper or university standards.



Blue Demon Package - \$25 per game *Sponsorship of live sports broadcasts*

- Includes 5+ live mentions of your business during each game
- Includes 5+ Tweets per game mentioning your business
- Minimum commitment of 4 games (You choose—does not include men's basketball)

Blue Demon Premium Package - \$50 per game *Sponsorship of live sports broadcasts*

- Includes 5+ live mentions of your business during each game
- Includes 5+ Tweets per game mentioning your business
- Includes small rotating banner space at radio.depaul.edu (30 days)
- Minimum commitment of 4 games (You choose—includes men's basketball)

Remote Broadcast Package - \$100 per hour *We broadcast live from your business*

- Includes a minimum of 3 live breaks per hour of remote broadcast
- Includes 3+ Tweets per hour of remote broadcast mentioning your business
- Includes 5+ daily “spins” of your professionally produced commercial (30 days)
- Includes small rotating banner space at radio.depaul.edu (30 days)
- Includes a free copy of your commercial

Mixed Media Packages – Prices and benefits vary

- Belden (One Month) - \$150
 - Includes 5+ daily “spins” of your professionally produced commercial
 - Includes small rotating banner space at radio.depaul.edu
- Kenmore (One Quarter) - \$350
 - Includes 5+ daily “spins” of your professionally produced commercial
 - Includes a free copy of your commercial
 - Includes small rotating banner space at radio.depaul.edu
 - Includes (3) 1/8th page ads in *The DePaulia* newspaper
- Sheffield (Three Quarters) - \$950
 - Includes 5+ daily “spins” of your professionally produced commercial
 - Includes a free copy of your commercial
 - Includes larger rotating banner space at radio.depaul.edu
 - Includes (9) 1/8th page ads in *The DePaulia* newspaper
- Fullerton (12 months) - \$1450
 - Includes 5+ daily “spins” of your professionally produced commercial
 - Includes a free copy of your commercial
 - Includes a quarterly live remote broadcast from your business
 - Includes larger rotating banner space at radio.depaul.edu
 - Includes 1/8th page ads in every issue of *The DePaulia* newspaper

Trade

- In exchange for goods and services (e.g., coupons, tickets, food for the staff), we will promote and/or advertise your business or organization. The level of promotion or amount of advertising depends on the relative dollar amount of the goods and services that you provide to us. The value of single commercial “spin” is \$5. For example purposes, if you were to offer \$100 worth of goods or services, your commercial would air a minimum of 20 times. The total number of “spins” will likely be much higher.

Custom

- It may be possible to design custom sponsorship plans based on your needs. Custom plans are the discretion of Radio DePaul.

RADIO DEPAUL SPONSORSHIP POLICY

Agreements must be signed and returned or faxed before any promotion or advertising will begin. Checks must be received and cleared before any promotion or advertising will begin. Radio DePaul reserves the right to reject any commercial copy that does not meet broadcast, station, or university standards.

Contact Radio DePaul

Scott J. Vyverman, general manager
syverma@depaul.edu
(773) 325-7399

Radio DePaul
2250 N. Sheffield Ave.
Suite 317/Box #640
Chicago, IL 60614
(773) 325-7308
(773) 325-4133 (fax)

