ADVERTISING RATES & INFORMATION 2009-2010

U.S. MAIL & COURIER ADDRESS:
One Bear Place #97330
Waco, Texas 76798-7330
PHONE: 254.710.3407
FAX: 254.710.1714
EMAIL: LARIAT_ADS@BAYLOR.EDU

SPECIAL WELCOME BACK ISSUE
AUGUST 24 (First Day of Class)
Deadline is August 13!
**Fall 2009 Publication Schedule**

**Special Issues:**

- Welcome Back Fall: AUGUST 24  
  (deadline: Aug. 13)
- Parents Weekend: SEPTEMBER 18  
  (deadline: Sept. 15)
- Homecoming: OCTOBER 23  
  (deadline: Oct. 20)
**Spring 2010 Publication Schedule**

**Special Issues:**
- Welcome Back Spring: JAN. 12  
  (Deadline: Jan. 7)
- Valentine’s Day: FEB. 12  
  (Deadline: Feb. 9)
- All-University Sing: FEB. 19  
  (Deadline: Feb. 16)
**Lariat Ad Placement Deadlines**

<table>
<thead>
<tr>
<th>PUBLICATION DAY</th>
<th>DAY OF DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUESDAY</td>
<td>4 P.M. THURSDAY</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>4 P.M. FRIDAY</td>
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<tr>
<td>THURSDAY</td>
<td>4 P.M. MONDAY</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>4 P.M. TUESDAY</td>
</tr>
</tbody>
</table>

**Payment Information**

- Prepayment is required by deadline without exception. We accept Visa, MasterCard, and Discover via telephone at (254) 710-3407. We also accept American Express, but only for $100 or more.

- Checks payable to Baylor Lariat Advertising should be mailed to:

  Baylor Lariat Advertising  
  Baylor University  
  One Bear Place #97330  
  Waco, Texas, 76798-7330

- You may also reach us via e-mail at Lariat_Ads@baylor.edu or by phone at (254) 710-3407.
**DISPLAY ADVERTISING**

**NATIONAL RATE (NET):** $11.50/COLUMN INCH  
**NATIONAL AGENCY RATE (NET):** $10 PER COLUMN INCH. NO OTHER DISCOUNTS APPLY.  
**LOCAL RATE (NET):** $10 PER COLUMN INCH.  

**ROP REQUIREMENTS:**  
Minimum Size Overall-------------4 column inches  
Minimum Width---------------------2 column inches  
All rates are calculated in 1/2 inch increments.  
Advertisements more than 19 inches in depth will be charged for 21 inches.  

**PREMIUM POSITIONING:** Page 3 and/or the back page of the Lariat can be reserved for an additional 20 percent fee. Ads smaller than half a page are not eligible. First come, first served.  

**FREQUENCY:** This applies only when all insertion dates are scheduled on the initial order. Rates are per column inch per day. Additional ads placed after initial order will be charged at full open rate. FREQUENCY DISCOUNTS ARE NOT AVAILABLE TO AD AGENCIES.  
- 4 times/semester ------------------------$9.50 per CI  
- 8 times/semester ------------------------$9.00 per CI  
- 12 times/semester-----------------------$8.50 per CI  
- 50+ times/semester---------------------$8.00 per CI  

**THURSDAY COUPON PAGE:**  
Great exposure for the price! Place a 2x2 coupon on our Thursday Coupon Page for four consecutive weeks for a total of $130. All ads must be prepaid in order to get this price. Consecutive runs only. Must advertise student/employee discount.  

**WORSHIP WEEKLY PAGE:**  
Churches and places of worship are invited to open their doors to the students and faculty. It is great exposure for a great cause. Place a 2x2 on four consecutive Fridays for $130 or stand out with a 2x4 on four consecutive Fridays for $280. All advertising requires prepayment.  

**COLOR CHARGES:**  
Each color plus black--------------------------------$100  
Full Color----------------------------------------------$350  

**SPECIAL CHARGES:**  
- Design Fee------------------------------------ 10% of ad cost (minimum of $10)  
- Ad revisions past copy deadline-------------------$25  

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**PAGE ONE IMPACT AD-NOTES**  
Preprinted Impact Ad-Notes ads can be affixed to the front page of the Lariat at a cost of $60 per thousand. Procedure for delivery and approval are the same as for inserts.  

**INSERTS**  

**PREPRINTED INSERTS:**  
(Daily press run is 7,000 copies)  
$75 per thousand pre-paid---4,000 minimum  
Minimum size-------------------8.5 x 5.5 inches  
Maximum size---------------------11.5 x 10.5 inches  
Submit one sample approval copy to our office two weeks prior to print date. Full press run (7,000) must be received by our printer 10 days prior to insertion. **DELIVERY TO OUR PRINTER IS THE CUSTOMER’S RESPONSIBILITY.**  

**PRINTED INSERTS:**  
One side, 8½ x 11, per thousand:  
- Offset/one color----------------------------------$120  
- Offset/two color----------------------------------$130  
- Offset/full color----------------------------------$140  
- Gloss/one color-----------------------------------$150  
- Gloss/two color-----------------------------------$160  
- Gloss/full color-----------------------------------$170  
For additional size and color options, please contact an ad sales representative. 4,000 minimum.  
**ALL PRINTED INSERTS MUST BE PRE-PAYED.**  

**CLASSIFIED ADS**  
Lariat classified ads cost $4 per day for 10 words. Each additional word is 40¢. All classifieds must be paid in advance. Classified advertisement copy is not accepted via telephone.  

**AD ENHANCERS:**  
- Box your ad------------------------Extra $3 per day  
- Words in bold---------------------Extra 50¢ per word per day
Will a super comfy, impossible-to-get-out-of Denver Mattress improve your grades? Maybe. Will it give you a legitimate excuse for sleeping in and showing up late? Definitely. So, bring in your student ID to any Denver Mattress store and get 10% off any mattress on the floor.

Steamboat® 2-Pc. Firm Twin Mattress Set ONLY...
$199

2-Pc. Full ONLY...
$249

2-Pc. Queen ONLY...
$299

10% OFF STUDENT DISCOUNT!
Bring in any current student I.D. card and we’ll give you 10% OFF on your next mattress purchase!
(Does not apply to previous purchases. Limit one mattress per student I.D.)

10 Year Full Replacement Warranty

Store address: 6000 Franklin • (245)-772-1099
(Across from Richland Mall)
Store Hours: Monday-Saturday 10-9 pm • Sunday 12-6 pm

130 Store Locations in 30 States...and GROWING!
1600 Speight Avenue, Waco, TX 76706
Tuesday-Friday 10-5:30 • Saturday 11-5:30 254-752-7591

2 col. x 2 inches, Black & White
$40.00 per run (PREPAID)

PREPAID FREQUENCY DISCOUNT:
• 1, 2, 3 times: $34 per run.
• 4, 5, 6, 7 times: $36 per run.
• 8, 9, 10, 11 times: $38 per run.
• 12 + times: $40 per run.

2 col. x 3 inches, Black & White / $60.00 per run (PREPAID)

PREPAID FREQUENCY DISCOUNT:
• 1, 2, 3 times: $51 per run.
• 4, 5, 6, 7 times: $54 per run.
• 8, 9, 10, 11 times: $57 per run.
• 12 + times: $60 per run.
2 col. x 4 inches, Black & White
$80.00 per run (PREPAID)

PREPAID FREQUENCY DISCOUNT:
• 1, 2, 3 times: $80 per run.
• 4, 5, 6, 7 times: $76 per run.
• 8, 9, 10, 11 times: $72 per run.
• 12 + times: $68 per run.

Heart of Texas Goodwill Industries

Moving Out?
DONATE YOUR GENTLY USED ITEMS TO GOODWILL!

The sale of your donated items fund job training and employment programs for people with disabilities and other barriers to employment.

Serving you at 5 locations in Waco:
916 E. Waco Drive...................254-714-1314
928 N. Valley Mills Drive............254-776-2339
1508 Hewitt Drive....................254-420-2375
2429 LaSalle Avenue..................254-753-4984
1700 South New Road................254-753-7337

Have large items to donate?
We’ll take care of it for you!
Call the Main Office at 254-753-7337 and schedule a House Call.
Donations gladly accepted at all HOT Goodwill locations

2 col. x 5 inches, Black & White
$100.00 per run (PREPAID)

PREPAID FREQUENCY DISCOUNT:
• 1, 2, 3 times: $100 per run.
• 4, 5, 6, 7 times: $95 per run.
• 8, 9, 10, 11 times: $90 per run.
• 12 + times: $85 per run.
THURSDAY COUPON PAGE ...

Great Exposure for the Price!!!

- Cost is $130.00 for four consecutive Thursday runs.
- Must be prepaid by deadline of the first run.
- Must run on four consecutive Thursdays.
- Must offer a specific discount.

YOUR COUPON HERE

Advertising your business on our coupon page is GREAT EXPOSURE FOR THE PRICE!

For more information, call 710-3407.

**COUPONS • COUPONS • COUPONS • COUPONS • COUPONS • COUPONS • COUPONS**

**Kwik Kar®**

10 MINUTE OIL CHANGE

BRAKES • A/C
TUNE-UPS • FLEET ACCT.
STATE INSPECTION

1812 N. VALLEY MILLS DR.
(254) 772-0454 • mikekwikkar@aol.com

**Practically Invites you to enjoy $5 off your next purchase of $15.**

**Practically**

4310 W. Waco Drive
Waco, TX 76710
(254) 776-2200

**Paint - Your - Own - Pottery**

Mugs! Bowls! Frames! Plates!

**Donovan’s Express Car Wash**

Corner of Valley Mills & Capcom
(254) 765-2335

**Mastercraft Jewelry**

www.BaylorRings.com

**University Parks**

2201 University Parks Dr.
(254) 296-2000

**Lafiesta Restaurant**

3815 Franklin Ave. or 6500 N. 19th or 1201 Hewitt Dr.
Great Exposure for a Great Price!!!

- Cost for a 2x2 - $130.00 for four consecutive Friday runs.
- Cost for a 2 x 4 - $280.00 for four consecutive Friday runs.
- Must be prepaid by deadline of the first run.
- Must run on four consecutive Fridays.
- Must be a church or a place of worship.
POLICIES

1. The Baylor Lariat reserves the right to reject or revise any advertising deemed to adversely affect the integrity and credibility of the newspaper as a source of truthful and accurate information, be repugnant to most of the readers served by the newspaper, be in conflict with the Christian educational mission of Baylor University or falsely imply endorsement by the university.

2. The Baylor Lariat does not accept advertisement for any type of alcoholic beverage, coupon books, weapons, credit cards without credit checks, travel ads, research papers, personals (including adoptions), contraceptives, insurance policies, law firms seeking suit, sperm/ovum donations, tobacco, or any advertisements related to abortions.

3. Place and page position requests will be honored if possible. Only page 3 and the back page can be reserved and guaranteed with an additional charge of 20 percent. This applies only to half-page and full-page ads.

4. The sole responsibility for the content of an advertisement lies with the advertiser, who unconditionally agrees to hold The Baylor Lariat harmless should a claim arise and to pay for any and all expenses incurred as a result. Should there be an error in an ad, The Baylor Lariat’s liability is limited to the amount paid for the portion of the ad containing the error.

5. Because of the costs associated with redesigning the newspaper after the advertising deadline, advertising canceled after the deadline will be charged in full. In addition, changes to ads after the deadline will be subject to additional charges and in some cases, may not be possible.

6. Make-goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Baylor Lariat of significant errors. The Baylor Lariat will be responsible for first-run errors only.

7. Proofs are available upon request by 10 a.m. one business day before publication. All corrections or changes must be received no later than 2:30 p.m. one business day before publication.

8. A charge of $2 per column inch will be made for ads created at customer request and then canceled without the insertion.

9. The Baylor Lariat is not responsible for errors when copy is submitted after deadline, when a proof has been approved by the advertiser or when “camera-ready” copy containing errors has been supplied by the advertiser.

PAYMENT TERMS

1. All advertisements must be prepaid by deadline without exception.

2. The regulations, prices and deadlines set forth in this rate and information schedule apply to all advertisers.

3. Make checks or money orders payable to The Baylor Lariat, and mail orders to One Bear Place #97330, Waco, Texas 76798-7330. We accept Visa, MasterCard, and Discover. AMERICAN EXPRESS IS ACCEPTABLE ONLY FOR ORDERS OF $100 OR MORE.

4. All rates are net (non-commissionable) to the newspaper. It is the responsibility of all agencies to figure their own commissions and discounts in addition to this net rate.

YOU MUST PRE-PAY!
**Mechanical Measurements**

The Baylor Lariat is an offset broadsheet printed with an 110 line screen. There are 6 columns per page at an 11.5 inch width. Each column is 1.8 inches wide with 1/6 inch gutter. Full page depth is 21.25 inches.

<table>
<thead>
<tr>
<th>Columns</th>
<th>Width (Inches)</th>
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<tbody>
<tr>
<td>1</td>
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<tr>
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<tr>
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<td>5</td>
<td>9.65</td>
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<tr>
<td>6</td>
<td>11.625</td>
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</tbody>
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**Color:**

1. The Baylor Lariat in no way guarantees the color quality of any color ad that we print. The best we can do is approximate the best colors for you to use. There may be drastic discrepancies between how your ad looks on a computer and how it appears in print.

2. We do not use Pantone inks. Our printer uses its own premixed inks for spot colors. If your ad contains a Pantone spot color plate (or if you would like us to print your ad with a specific Pantone color), we can only approximate the desired Pantone color to the colors available to us. The “spot” colors used by our printer are mixtures of CMYK process colors (cyan, magenta, yellow and black).

3. Our charges are based on the number of inks required to print your ad. Ads requiring three or more inks will be considered full color. Spot color ads may consist of one or two colors in addition to black. An ad containing several different screen values or percentages of the same color, in addition to black, will be considered as only one spot color.

4. We are happy to try to make your existing ad conform to our color scheme, but please remember the following guidelines when submitting digital files for color correction: All spot-color ads must be sent as native application files, preferably as unflattened Photoshop documents with text in its own layer. Resolution must be set to a minimum of 150. We cannot accept files larger than 7 megabytes via e-mail, so you may have to use a utility like StuffIt to compress your files to make them smaller; otherwise, you may send your files on a disc. In any case, if you are submitting a document in its native application format, please be sure to send all of the fonts you have used—including screen fonts—and any images associated with the file that have not been embedded.

**Electronic Requirements**

Although we accept many file formats, including JPEG, EPS, and TIFF, we prefer that you e-mail your ad to us in PDF format. If you cannot convert your file to a PDF, you may send us your ad in its original application. We accept the following applications: PageMaker 6.5 and 7.0; Photoshop; QuarkXPress 4.0; InDesign; Microsoft Word; Illustrator and FreeHand 10. WE DO NOT ACCEPT DOCUMENTS CREATED IN MICROSOFT PUBLISHER. If you cannot send us your ad in any of the file formats listed above, make sure you send us all fonts and images used in the creation of your original document.

**NOTE:** Keep in mind that we charge additional fees for any excessive amount of time we spend correcting problematic ads. If you have any further questions about how you should prepare your ad for print, please call (254) 710-3407 or e-mail Lariat_ads@baylor.edu.
Super Savings!

Let us show you what advertising with the Lariat can do for your business. Take advantage of these special deals to increase your visibility at a fraction of the cost!

BUY ONE, GET FRIDAY half off

Good for the 2009-10 academic year ONLY. Ads must be at least 8 column inches in size. Run an ad on Tuesday, Wednesday, or Thursday, and get Friday half off! ** No other discounts apply. **

2009-10 Special Issues

* Back to School (Fall)
* Parents Weekend
* Homecoming
* Welcome Back (Spring)
* Valentine’s Day
* All-University Sing

SPECIAL EDITION bonus buy

Place an ad in every one of our special issues during the Fall or Spring semester and receive 10% off your total purchase. **Ads must be at least half page. ** No other discounts apply **
Did You Know?

14,000 students attend Baylor each year, in addition to:
900+ full- and part-time faculty members & 1400+ full- and part-time staff members

Baylor is the SECOND-LARGEST employer in McLennan County

$72,000 Average salary of full-time faculty
$3,800 Average personal expenses per student in 2006-07 (travel included)
$1.22 billion Baylor’s estimated impact on the Waco Metropolitan Area in 2005-06

The Baylor Lariat is the ONLY publication especially targeted to this group!

15 percent of Waco’s population is made up of Baylor students, faculty and staff.

65 percent of students live off-campus. That means roughly 9,000 students are looking to furnish apartments each year!

84 percent of entering freshmen return for their second year. That means repeat business for your company!

The Lariat prints more than 7,000 copies four days a week.

Grow your business. Advertise with The Baylor Lariat!

Information compiled from Baylor’s Institute for Research and Testing, The Greater Waco Chamber of Commerce, “The Economic Impact of Baylor University on the Waco Metropolitan Area in the 2005-06 Academic Year.”
THANKS YOU FOR YOUR BUSINESS!