



Mailing Address:
 New Mexico Daily Lobo
 MSC03 2230
 1 University of New Mexico
 Albuquerque, NM 87131-0001

Delivery Address:
 New Mexico Daily Lobo
 Marron Hall, Room 131
 Albuquerque, NM 87131-0001

Display Advertising: (505) 277-5656
 Fax: (505) 277-7530
 loboads@unm.edu

Classified Advertising: (505) 277-5656
 Fax: (505) 277-7531
 classads@unm.edu

Newsroom: (505) 277-7527
 Fax: (505) 277-6228
 lobonews@unm.edu

Daily Lobo Online:
 www.dailylobo.com

Advertising Policy

The Advertising Manager reserves the right to reject any advertising. The words "Paid Advertisement" may be placed above and/or below any advertisement. Acceptance by Advertising Representatives does not necessarily constitute acceptance by Advertising Manager.

Production

Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. All ads created by the Daily Lobo remain its sole property.

Terms

All advertising is pre-paid unless credit has been established. All entertainment advertising must be pre-paid. All political advertising must be pre-paid. The Daily Lobo reserves the right to require pre-payment for any advertising. Payment can be made by cash, check, Mastercard or Visa. Make checks payable to UNM Student Publications.

Cancellation

Cancellation of advertising space or pre-print inserts is accepted until deadline. Advertisers are responsible for the cost of orders canceled after deadline.

Technical Specs

Minimum ad depth is 1 inch. Ads are sold in one-half inch increments. Ads more than 14 inches deep will be billed for 16 inches of depth.
Page size: 10.25 inches x 16 inches
Column Depth: 16 inches
Classified Column Width: 1.5 inches
Display Column Width: 1.93 inches
 (11 1/2 picas, 1 pica gutter)
Columns Per Page: Body: 5 columns
 Classifieds: 6 columns
Double Truck: 21.5 inches x 16 inches
 (129.96 picas, billed as 176 inches)
Line Screen: 85

Display Advertising Rates

Open Local Rate.....\$12.95
Classified Display Rate ...\$12.95
Non-Profit Rate\$10.90
National Rate\$17.10
 (Volume discounts are available.)

Deadlines

Space and copy: 5pm two school days prior to publication.
Proofs: 5pm three school days prior to publication.
School days: Please refer to the publication calendar.

Discounts

Pre-pay Discount:
 10% discount offered to advertisers who pre-pay advertising by cash, check, Mastercard or Visa.
Multiple Insertion Discount:
 20% discount offered for second and subsequent ads run in a two week period with no copy changes.

Agency Commission

Only the open local rate and the national rate are commissionable to recognized advertising agencies.

Classified Advertising Rates

25¢ per word per day for five or more consecutive days without changing or canceling.
 35¢ per word per day for four days or fewer or nonconsecutive days.

Special Effects:

Bold, centering, larger font, blank lines, etc. will be charged additionally.

Online Rates:

Classified advertising may be placed on the Web for an additional 2¢ per word, per day.

Deadline:

1pm working day prior to publication.

Hours:

8am to 5pm Monday through Friday.

Payment:

All classified advertising must be paid in advance by cash, check, Mastercard or Visa. Phone, fax and e-mail orders are accepted only with a Mastercard or Visa.

Contract Rates

90" per semester	\$11.90
180" per semester	\$11.40
270" per semester	\$11.00
360" per semester	\$10.50
540" per semester	\$10.00
720" per semester	\$ 9.60
1080" per semester	\$ 9.20
1440" per semester	\$ 8.50

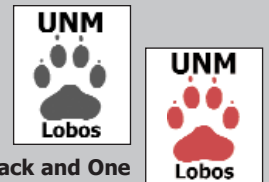
Contract rates are in force for one semester of publication. Contracts are valid for Fall 2003, Spring 2004 and Summer 2004.

Position

Specific Page Reservation:
\$25.00

Requests are also granted when possible but are not guaranteed. Position charges are net.

Color Rates



Black and One ROP Color:

.....\$75.00

Black and One Specific Color:

.....\$90.00

Each Additional Color:

.....\$90.00



Process Color:

.....\$270.00

Plus separations, if not provided. All color rates are net.



The University of New Mexico

Daily Lobo
 MSC03 2230
 1 University of New Mexico
 Albuquerque, NM. 87131-0001

NON-PROFIT ORGANIZATION
**U.S. POSTAGE
 PAID**
 ALBUQUERQUE, N.M.
 PERMIT NO. 39

Publication Calendar

august

S	M	T	W	T	F	S
					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						

september

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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

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						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

december

S	M	T	W	T	F	S
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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			

january

S	M	T	W	T	F	S
					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

S	M	T	W	T	F	S
1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

march

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
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21	22	23	24	25	26	27
28	29	30	31			

april

S	M	T	W	T	F	S
				1	2	3
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

may

S	M	T	W	T	F	S
						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

june

S	M	T	W	T	F	S
			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		

july

S	M	T	W	T	F	S
					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						

Online Rates

www.dailylobo.com

Banner (468pxl X 60pxl)..... \$10 CPM

Button (125pxl X 125pxl)..... \$ 3 CPM

Splash Page.....\$100/month

Student Groups & Campus Organizations
50% off

Print/Online Combination.....50% off

Static advertisements
 created free of charge.

Complex
 advertisements
 (animated, etc.) and
 splash pages created
 for design fee of
 \$35/hr. (1hour
 minimum charge.)

Clients with ROP contracts may place
 online advertising at half-price.

Pre-Print Inserts

Approval: Inserts must be approved prior to scheduling.

Rate Per Thousand:

Single Sheet..... \$70.00

Up to Four Pages.... \$72.50

For each additional four pages add \$2.50

Quantity

Accepted:

minimum: 5,000

maximum: 12,000

Size Accepted:

minimum: 5"x7"

maximum: 9"x12"

Other sizes may be
 accepted for a negotiated rate.

Frequency Discounts:

For multiple placement within the academic year.

2x.....3% 3x....5% 4x....10% 5x....15%

Deliver to:

Intermountain Color
 4701 Lincoln Rd. NE
 Albuquerque, NM 87109

Deadline:

Inserts must be scheduled and received
 7 days prior to publication.

University Calendar

FALL 2003

Classes Begin **8/25**

Labor Day **9/1**

Fall Break **10/16-17**

Thanksgiving **11/27-30**

Finals begin **12/13**

SPRING 2004

Classes Begin **1/20**

Spring Break **3/14-21**

Finals begin **5/8**

Commencement **5/15**

SUMMER 2004

Classes Begin **6/7**

Session ends **8/1**