



New Mexico Daily Lobo
 Marron Hall, Room 131
 Albuquerque, NM 87131-2061

Display Advertising:
 (505) 277-5656
 Fax: (505) 277-7530
 E-mail: loboadds@unm.edu

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

Newsroom:
 (505) 277-7527
 Fax: (505) 277-6228
 E-mail: 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.....\$10.50
National Rate.....\$16.50
 (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.

Contract Rates

90" per semester	\$11.50
180" per semester	\$11.00
270" per semester	\$10.70
360" per semester	\$10.10
540" per semester	\$ 9.70
720" per semester	\$ 9.35
1080" per semester	\$ 8.95
1440" per semester	\$ 8.50

Contract rates are in force for one semester of publication. Contracts are valid for Fall 2002, Spring 2003 and Summer 2003.

Position

Specific Page Reservation:
\$25.00
 Requests are also granted when possible but are not guaranteed. Position charges are net.

Classified Advertising Rates

20¢ per word per day for five or more consecutive days without changing or canceling.
 30¢ 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 \$1.00.

Deadline:

1pm working day prior to publication.

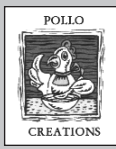



Hours:

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.

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

Student Publications, Marron Hall Rm. 131
Albuquerque, NM. 87131-2061

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

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

december

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				

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	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

march

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					

april

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			

may

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

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
1/2 Banner (234pxl X 60pxl)..... \$5 CPM
Button (125pxl X 125pxl)..... \$3 CPM

Business Directory

List.....\$25/month
 List & Button.....\$45/month
 List & Banner..... \$100/month

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

Student Groups & Campus Organizations
50% off

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

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

Static advertisements created free of charge.

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

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

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.

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.

University Calendar

FALL 2002

Classes Begin 8/19
 Labor Day 9/2
 Fall Break 10/10-11
 Thanksgiving 11/28-29
 Finals begin 12/9

SPRING 2003

Classes Begin 1/21
 Spring Break 3/17-21
 Finals begin 5/12
 Commencement 5/17

SUMMER 2003

Classes Begin 6/9
 Session ends 8/1