

# *The Reflector*

## Spring 2019 Media Guide

# Advertising Policies

**AD CANCELLATIONS** – Advertisement cancellations or rescheduling will be made at no charge if made before ad placement deadline. Advertisers who cancel or reschedule after the placement deadline will be responsible for payment of ad space reserved.

**POLITICAL ADVERTISEMENTS** – ALL political ads are accepted but must be paid in advance. The words “paid for by (name of organization)” must appear prominently within the ad.

**MAKE-GOODS** – Claims for adjustments for errors in advertising must be brought to the attention of the advertising manager upon receipt of proof of publication. Claims must be made before the next statement is sent. Credit will be given for the first incorrect insertion only. The Reflector’s advertising manager will determine adjustments based on the severity of the error. Credit will not be given for misspelled words. The Reflector is not responsible for incorrect camera-ready ads submitted by the advertiser.

**COPY RESTRICTIONS** – The Reflector reserves the right to censor, edit or reject any advertising that violates any Reflector or university policy. In cases of questionable material, the editor or advertising manager will attempt to contact advertisers to discuss significant changes. If the advertiser cannot be contacted before the publication deadline, the ad will be pulled. The editor in chief reserves the right to reject any ad based on content. Ads must be in accordance with general policies on Reflector content; i.e. no libel, no advertising for services or goods prohibited by law, no misappropriation. Call the editor with questions or comments about content at 662-325-7905. Advertisements for hard liquor, wine and beer are allowed. The ad must be tastefully created, however, and must not encourage alcohol abuse, portray drinking as a solution to a problem, offer alcohol at a non-licensed establishment or promote risky behaviors – health or sex related.

The Reflector will not run ads that – through photography or artwork – inappropriately expose the genitalia and buttocks of men or women, breasts of women, or suggest to such.

The Reflector reserves the right to reject sexually exploitive materials of any nature. No policy can list all guidelines for acceptable and unacceptable ads. The Reflector encourages advertisers to exercise good judgment and good taste.

The Reflector does not accept advertising for mail orders, adoptions ads, tobacco, term paper research, inmates seeking pen pals, personal ads and online gambling sites.

**ADVERTISERS SUBMITTING LATE CAMERA-READY ADVERTISING WILL BE PENALIZED 10% OF AD COST**

# Payment Polices

**OPEN CUSTOMER:**customer considered to be in good standing and is not required to pay in advance

Qualifications

*Has not been 30 days past due for at least 4 months of consistent payment*

**LIMITED CUSTOMER:**30 days, but not more than 60 days, past due on a payment; all first time customers are considered limited customers

*Must pay in advance for all new advertising.*

Options for becoming an **OPEN CUSTOMER**

- Pay balance due in full plus 10% Net 30 if more than 30 days past due (10% late fee on total for every 30 days past due)
- Maintain a zero past due balance for at least 4 months of consistent payment
- If new ad is taken out during this time it will receive its own 30 days not associated with this overdue payment

**RESTRICTED CUSTOMER:**more than 60 days, but not more than 90 days, past due

*Must pay balance due in **full** AND pay in advance for new advertising.*

• Options for becoming an **OPEN CUSTOMER**

- Pay balance due in full plus 10% Net 30 (10% late fee on total for every 30 days past due)
- Pay in advance for 4 months

**DELINQUENT CUSTOMER:**more than 90 days past due

*Must be cleared by the Business Committee before placing advertising.*

Options for becoming an **LIMITED CUSTOMER**

- Pay balance due in full plus 10% Net 30 (10% late fee on total for every 30 days past due)
- Collection information is brought to the Business Committee and they will take over correspondence from that point forward.

Those that cannot pay every 30 days:

Ad Rep supplies a waiver form to the Ad Manager

Ad Manager will consider submitting the waiver to the editor

Editor will consider submitting it to the Business Committee

Business Committee will make final decisions

\*Ad Rep, Ad Manager, and/or Editor can at any time deny the request but in order to be approved it must go through all 4 steps listed above.

**DEADLINES**

5:00 p.m. Tuesday for Friday Editions.  
5:00 p.m. Friday for Tuesday Editions.

# Display Advertising Information

## Rates

**Local B&W** \$7.00 Camera Ready  
**Local Color** \$9.00 Camera Ready

\*Rates are per column inch.  
\*All rates include color  
\*\$30 Design Fee on Non-Camera Ready Ads

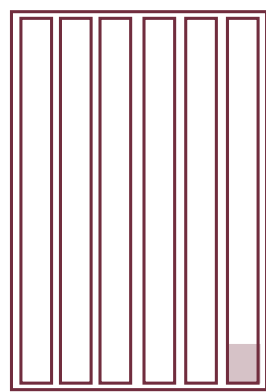
**National**  
\$10.00 Net

## Mechanical Measurements

- 1 Column: 1.70 in.
- 2 Columns: 3.52 in.
- 3 Columns: 5.34 in.
- 4 Columns: 7.16 in.
- 5 Columns: 8.98 in.
- 6 Columns: 11 in.

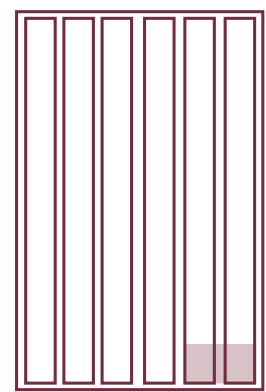
## DISCOUNT INFORMATION

Ads Run	Price Per CI B&W	Price Per CI Color
<5	\$7	\$9
5	\$6.65	\$8.55
10	\$6.30	\$8.10
15	\$5.95	\$7.65
20	\$5.6	\$7.20
25	\$5.25	\$6.75
30	\$4.90	\$6.30



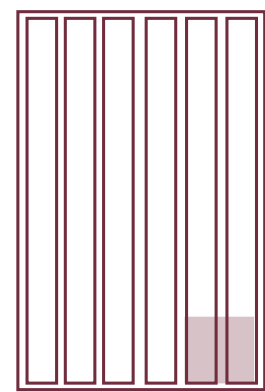
Bulldog Pup (1x2)

2 CI \$14  
**Color \$18**



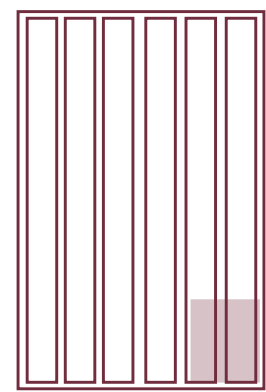
Little Bully (2x2)

4 CI \$28  
**Color \$36**



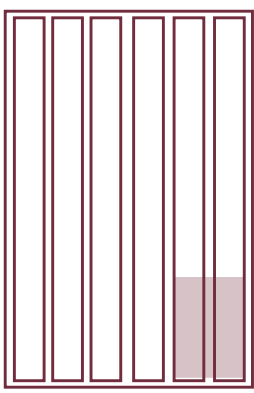
Lucky (2x3)

6 CI \$42  
**Color \$54**



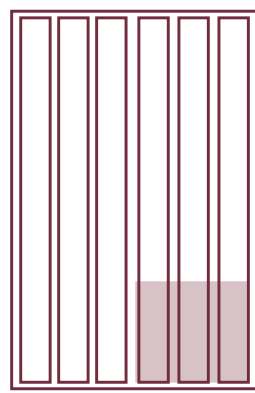
Joker (2x4)

8 CI \$56  
**Color \$72**



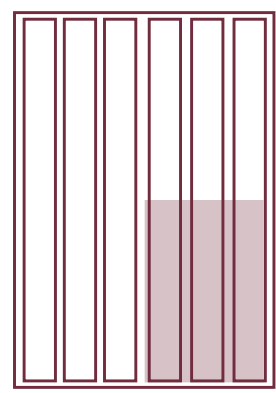
Tonka (2x5)

10 CI \$70  
**Color \$90**



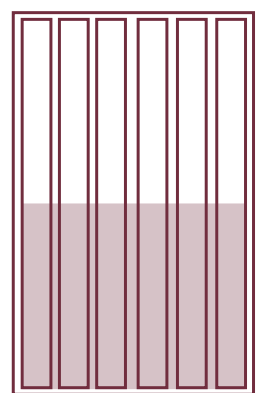
Dontae (3x5)

15 CI \$105  
**Color \$135**



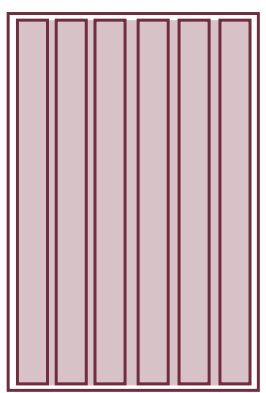
Champ (3x10.5)

31.5 CI \$220.50  
**Color \$283.50**



Jak (6x10.5)

63 CI \$441  
**Color \$567**



Big Dog (6x20.5)

123 CI \$861  
**Color \$1,107**

## Electronic Ad Submission Guidelines

We accept electronic ad submissions to [advertise@reflector.msstate.edu](mailto:advertise@reflector.msstate.edu) in the following formats: PDF, high-quality JPEG, high-quality TIFF, EPS. (200 pixels per inch minimum resolution)

We do not accept images in the following formats: Microsoft Publisher, Word, Excel, or PowerPoint.

The Reflector is not responsible for the reproduction quality of any ad that does not conform to our stated guidelines.

# Spring Print Dates

## January 2019

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 2019

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 2019

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 2019

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				

### SUPPORT YOUR TEAM!

Show some love for your favorite MSU team and reach the many BULLDOGS in town for the game!

### Spring Home Game Key

-  Women's Basketball
-  Men's Basketball
-  Men's Baseball

### SUPER BULLDOG WEEKEND!

April 12-14  
10% increased rate for 4.12.19 edition for ad not part of larger package.

Sign up for a multi-ad package today to save!

### Deadlines

5:00 p.m. Tuesday for Friday Editions.

5:00 p.m. Friday for Tuesday Editions.

Don't forget our Orientation edition! Ask your ad rep about how to lock in a lower rate for the first paper new students ever receive!

# Online Advertising Information



Top Banner:

728 pixels wide by 90 pixels high  
\$10 a day/7 day minimum

Rectangle:

300 pixels wide x 250 pixels high  
\$7 a day/7 day minimum

Reflector-Online.com generates over 1,000 page views per day on average during the school year.

## Inserts

The Reflector accepts one insert per issue. Reservation dates are accepted on a first-come, first-served basis. Inserts require acceptance of a sample copy by The Reflector before scheduling.

Quantities  
Minimum: 3,000  
Maximum: 6,000

Pricing  
\$50 per 1,000

Inserts must be scheduled and delivered one week prior to insertion.

Deliver to:  
The Greenwood Commonwealth  
329 Hwy 82 West  
Greenwood, MS 38935-8050  
Phone 662-581-7243