

Advertising Deadlines

Classified, Display and Inserts:

For Tuesday Issues: Previous Thursday at 5 p.m.
 For Thursday Issues: Previous Monday at 5 p.m.

Cancellations and Changes

Advertisements may be cancelled before 10 a.m. the day prior to publication. Cancellations received after that deadline will be charged half of the ad. A compensational charge will be made for any extensive changes in a copy or format once the deadline has passed. This charge will be determined by the office and advertising managers and the advisor.

Jambar Contacts

Mailing Address

The *Jambar*
 Youngstown State University

One University Plaza
 Youngstown, OH 44555

Fax

330-941-2322

E-mail

jambarad@gmail.com

Advertising Staff

Jeff Mamounis
 Sales Manager
 330-941-1990

Web Address

www.thejambar.com

Staff Office

Fedor Hall, room 0013

Hours:
 8 a.m.-5 p.m.

After 5 p.m., voice mail is available at all numbers. Since the *Jambar* is run by students, all schedules vary.

Student Accounts and University Receivables Office (formerly Bursar's Office)

Any cash payments must be made at the Student Accounts and University Receivables Office located in Meshel Hall.

Publication Dates 2011-2012

August, 2011							February, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30	31				26	27	28	29			

September, 2011							March, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4	5	6	7	8	9	10
4	5	6	7	8	9	10	11	12	13	14	15	16	17
11	12	13	14	15	16	17	18	19	20	21	22	23	24
18	19	20	21	22	23	24	25	26	27	28	29	30	31
25	26	27	28	29	30								

October, 2011							April, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	6	7
2	3	4	5	6	7	8	8	9	10	11	12	13	14
9	10	11	12	13	14	15	15	16	17	18	19	20	21
16	17	18	19	20	21	22	22	23	24	25	26	27	28
23	24	25	26	27	28	29	29	30					
30	31												

November, 2011							May, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5	6	7	8	9	10	11	12
6	7	8	9	10	11	12	13	14	15	16	17	18	19
13	14	15	16	17	18	19	20	21	22	23	24	25	26
20	21	22	23	24	25	26	27	28	29	30	31		
27	28	29	30										

December, 2011							June, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3					1	2	
4	5	6	7	8	9	10	3	4	5	6	7	8	9
11	12	13	14	15	16	17	10	11	12	13	14	15	16
18	19	20	21	22	23	24	17	18	19	20	21	22	23
25	26	27	28	29	30	31	24	25	26	27	28	29	30

January, 2012							July, 2012						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				

The *Jambar*
 Youngstown State University
 One University Plaza
 Youngstown, OH 44555

The *Jambar*

Youngstown State University

Advertising Rate Card

2011-2012

- ◆ Rates
- ◆ Policies
- ◆ Deadlines

Facts about The *Jambar* and YSU students:

A total of 5,500 copies of the *Jambar* are printed during the academic year and 3,000 during the summer.

A total of 90 percent of the student body lives in the Youngstown/Warren area.

More than 14,000 people read each edition of The *Jambar* during the academic year and about 7,000 during the summer.

Special Features

Mail Subscriptions

Mail subscriptions are available for \$30 per academic year. They can be purchased by contacting the *Jambar* office at 330-941-3095

Special Issues

Throughout the year, The *Jambar* publishes a number of special issues. These issues may focus on sports, holidays, spring break, back-to-school, and graduation. Other circumstances may also arise throughout the year.

Pre-Printed Inserts

Inserts can range from fliers to magazines. The advertiser must supply the printed material. The insert request must include specific dates and any other pertinent information regarding the actual insertion into The *Jambar*. Scheduled inserts must be prepaid to The *Jambar* Office. Deadlines for submission of inserts follow the same deadlines as display advertising. All advertisers must ship the inserts to:

Tribune Chronicle
Attn: Scott Gee
240 Franklin St.
Warren, OH 44482

Pricing is as follows:

Single page: \$50 per 1,000 inserted (\$275 for full insertion)
Multiple Pages: \$60 per 1,000 inserted (\$330 for full insertion) (not to exceed 12 pages)

*prices based on 5,500 circulation

*Inserts must be prepaid, directly to The *Jambar* Office

Spot Color

Advertisers have the opportunity to incorporate spot color into advertisements. The spot color-of-the-day is chosen by the printer. Color is limited to select pages within the *Jambar*, i.e., back page and center spread. The fee is an additional 25 percent of the normal advertisement rate.

Payment Policies

Display Advertising

Advance payment is required for all display advertising until a credit account is established. Once credit is established, billing will be sent monthly with tearsheets. Payment is due no later than 15 days following the receipt of the invoice. No ads will be accepted from accounts with past due balances. All delinquent accounts will be turned over to the university for solicitation after 90 days. All campus advertising must be accompanied by a departmental advertising chargeback form. These forms are available through the *Jambar* Office x3095.

Classified Advertising

Classified prices are \$4 per 25 words. Ads over 25 words will be priced accordingly. All classified ads must be prepaid in the exact amount. Payment can be made with a check or money order in The *Jambar* office. No cash can be accepted at The *Jambar* office. Cash payments must be made at the Student Accounts and University Receivables Office located in Meshel Hall, on the East side of Wick Avenue via the Wick Avenue bridge. Orders and payments are accepted in person or through the mail. No classified orders will be taken over the phone. Orders can be taken in The *Jambar* office, located in Room 0013 in Fedor Hall, Monday—Friday.

Advertising Policies

All advertising submitted to The *Jambar* is subject to the approval of The *Jambar* or its designated representative. The *Jambar* reserves the right to refuse or discontinue any advertisements that discriminate on the basis of age, sex, race, creed, or national origin. The *Jambar* will not print any advertisements that violate any university regulations or city, state, or federal laws.

Display Advertising

Position is not guaranteed. Requests will be honored whenever possible. Design is free and proofs are furnished upon request only. In order to receive a proof, the ad must be placed and paid for four working days prior to publication. The *Jambar* is not responsible for advertising materials unless return delivery instructions are received within 30 days of use. If an ad will be late, space can be reserved for camera-ready art by the advertising deadline. Camera ready artwork is artwork that is perfectly sized and ready to be placed into the paper. Camera ready artwork should be in .PDF format. Files can be sent to The *Jambar* office on disk or emailed to jambarad@gmail.com. For more information contact the advertising manager at 330-941-1990.

The *Jambar* is not responsible for errors in camera ready work. All instructions accompanying an ad should be neatly typed and double spaced. Advertisements having the appearance of editorial material will be identified as "paid advertisement."

Advertising Rates

Classified Advertising

Local:
All classified ads: \$4
Bold Print (five word limit): \$1
National: \$10
Bold included (five word limit)
All classified ads are based on a 25 word limit. Ads that exceed 25 words will be priced accordingly.

Display Advertising

Campus/Nonprofit: \$3.75/column inch
*Local/Open Rate: \$5.25/column inch
Political Ads: \$7.50/column inch
National: \$10.00/column inch

Online Display Advertising (Ads must be sized to fit spacing)

Box ads by width (height can vary up to 1000 pixels):

Size	Monthly rate	Weekly rate
300 pixels	\$225	\$75
650 pixels	\$300	\$100

Flash Ads (Animated ads): Must be submitted in SWF file format

Size	Monthly rate	Weekly rate
300 pixels	\$280	\$100
650 pixels	\$325	\$115

Contract Discounts for Local/Open Rate:*

These discounts for open-rate advertisers are available for clients wishing to place multiple advertisements throughout the year. In order to receive these discounts, a contract must be filled out and signed. The discounted rates are as follows:

Inches Per Year	Rate per column inch
150-250	\$5.15
251-400	\$5.05
401-600	\$4.95
601-800	\$4.85
801-1000	\$4.75
1001 & above	\$4.65

National Discounts

A volume discount is available for national advertisers who wish to advertise at least 100 column inches throughout the year. The discount is as follows:

Inches Per Year	Discount Rate
100-199 inches	5% discount
200-299 inches	7% discount
300-499 inches	10% discount
500+ inches	15% discount

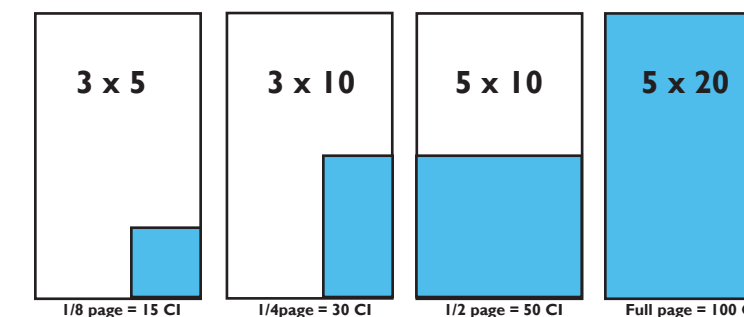
Advertising Specs

The *Jambar* is printed in a five-column broadsheet format.

9 inch wide page format
20 inch page depth
(minimum ad size is 1 column x 2 inches.)

Column widths:
1 column = 1.5 inches
2 column = 3.5 inches
3 column = 5.5 inches
4 column = 7 inches
5 column = 9 inches
Double truck = 18 inches

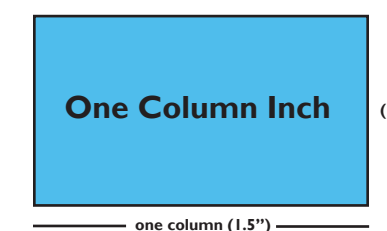
*Ad sizes and formats are not restricted to the following examples.



*CI—Column Inch

To determine ad size in column inches, multiply number of columns by height in inches.

An ad 3 columns wide by 5" in length = 15 column inches



Jambar Statistics

Academic Year

*Published every Tuesday and Thursday
*5,500 copies distributed
*Enrollment: 14,000+
*Faculty and Staff: 1,200+

Summer Sessions

*Published every Thursday
*3,000 copies distributed
*Enrollment: 5,000
*Faculty and Staff: 1000+

Source: YSU Institutional Research; YSU Housing Services