

# THE GREYHOUND

STRONG TRUTHS  
WELL LIVED  
SINCE 1927

LOYOLA COLLEGE IN MARYLAND'S STUDENT NEWSPAPER

## Fall 2008 Media Kit



**PUBLISHED BY THE  
BUSINESS DEPARTMENT**

4501 N. CHARLES ST.  
BELLARMINE HALL 01  
TEL: (410) 617-2867

greyhoundads@loyola.edu  
www.loyolagreyhound.com

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May 2008

Dear Advertiser,

It is with great pride that I present to you *The Greyhound's* Fall 2008 media kit. Last semester, we saw *The Greyhound* grow in popularity with students and local advertisers, and we anticipate that our best days are still ahead of us.

As many of you may know, in Spring 2008 we introduced a discounted local rate of \$7.50 per column inch. This made *The Greyhound* not only the highest-quality college newspaper in Baltimore, but also the best buy for local advertisers, and many have already joined our ranks and seen great results.

We are happy to inform you that our circulation has stayed constant at a robust 3,500 copies, and we are currently exploring further possibilities for expansion. Many of these copies will be distributed off campus at local colleges and businesses in order for our paper to reach a wider audience.

I hope you will take the time to read through this entire kit and discover the many opportunities available to you. I urge you to contact me with any questions you may have, and I look forward to working with you .

Sincerely,  
Chris Wrightson  
Business Manager

## About Loyola College in Maryland

Loyola College in Maryland was established by priests and brothers of the Society of Jesus (Jesuits) in 1852. It was the first Jesuit college in the U.S. to bear the name of St. Ignatius Loyola and ninth



according to date-of-origin among today's Jesuit collegiate institutions in the country. The second oldest chartered college in Baltimore, Loyola was joined in 1971 by Mount St. Agnes College, an undergraduate institution operated by the Sisters of Mercy, and has been fully coeducational in all programs since. It is comprised of the College of Arts and Sciences and the Sellinger School of Business and Management, and offers undergraduate, graduate and professional development programs. In 2002-03, Loyola enrolled 3,418 full time undergraduates and 2,656 graduate students. Undergraduate and graduate students represented 41 states and territories as well as 48 foreign countries. The full-time undergraduate population is 59 percent female and 41 percent male, and 74.9 percent of the undergraduates reside on the Baltimore campus.

# THE GREYHOUND

Loyola College in Maryland  
4501 N. Charles Street  
Bellarmine Hall 01  
Baltimore, MD 21210  
Newsroom Phone: (410) 617-2282  
Business Phone: (410) 617-2867  
E-mail: greyhoundads@loyola.edu  
[www.loyolagreyhound.com](http://www.loyolagreyhound.com)

## About THE GREYHOUND

*The Greyhound* was founded in 1927 and has continuously served as Loyola College's newspaper of record. Today, *The Greyhound* publishes 3,500 issues weekly on most Tuesdays throughout the academic year. Each paper consists of four main sections: News, Opinions, Arts & Society, and Sports. Issues affecting campus are the focus of each issue, but we also cover local, national and international stories.

## Editorial Board and Business Staff

Editor in Chief .....Laila Hanson  
Managing Editor ..... Katerina Kienle  
Creative Director .....Daniel Corrigan  
News Editor .....Dorothy Elisabeth Mcquillan  
Opinions Editor ..... Andrew Zaleski  
Arts & Society Editor ..... Sara Carr  
Associate Sports Editor.....David Lomonico  
Associate Sports Editor.....Brian Hungarter  
Photography Editor ..... Jesse DeFlorio  
Copy Editor .....Andrew Olesh

Business Manager .....Chris Wrightson

## Readership

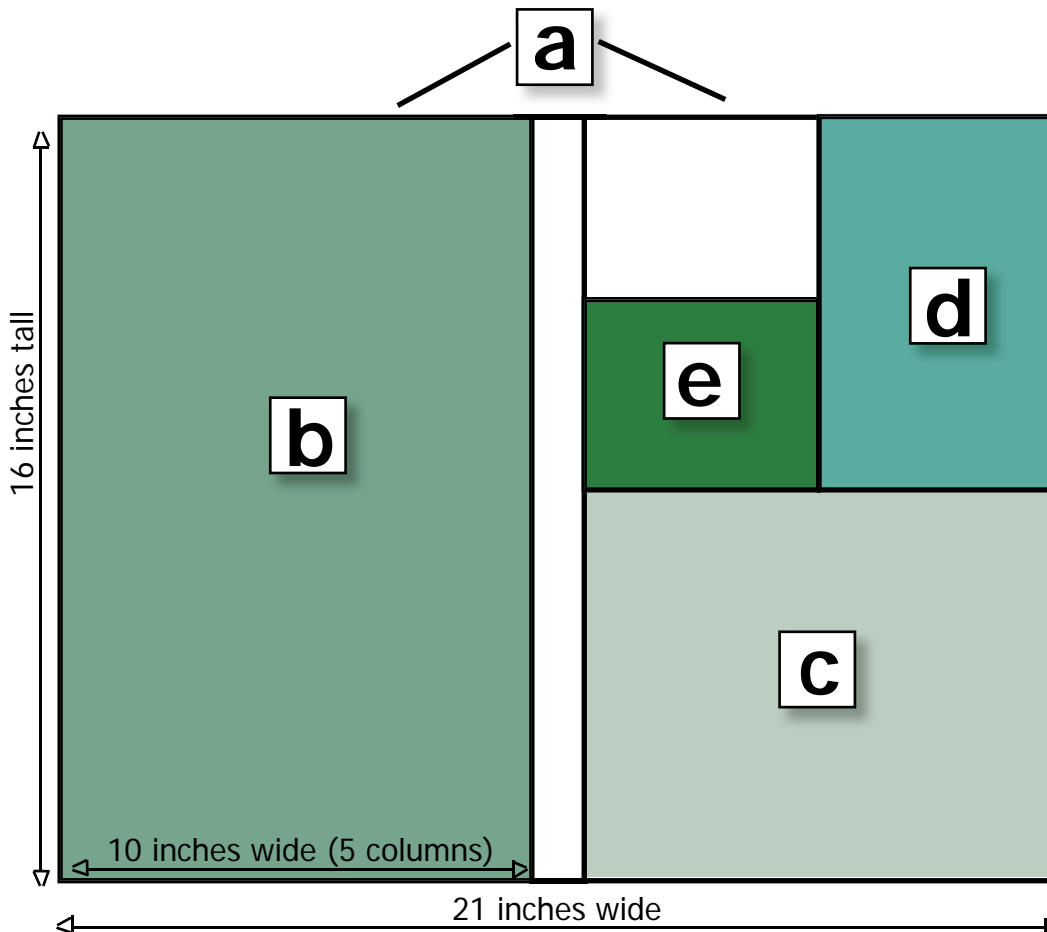
Our easy-to-read, 11"X17" format is distributed throughout the Evergreen, Columbia and Timonium campuses, with copies also sent to Loyola parents, alumni and others through our paid subscription service. This year we are also securing several streetcorner boxes to increase readership among local residents.

## Memberships



# Display Advertisement Specifications and Rates

This year, we are proud to introduce three different rates to serve all our customers' needs. The campus discount is granted to all offices and departments of the college, in addition to all recognized student organizations. The local rate applies to any business owned and operated in the Maryland-Washington area. The national rate applies to any business or franchised corporation outside the local area.



## a. 2-Page Spread (162.75 ci)

21 in. wide by 15.5 in. tall  
 National ..... \$1175.00  
 Local ..... \$895.00  
 Campus ..... \$590.00

## b. Full Page (77.5 ci)

10 in. (5 columns) by 15.5 in.  
 National ..... \$710.00  
 Local ..... \$540.00  
 Campus ..... \$355.00

## c. Half Page\* (40 ci)

10 in. (5 columns) by 8 in.  
 National ..... \$380.00  
 Local ..... \$290.00  
 Campus ..... \$190.00

## d. Quarter Page\* (20 ci)

5 in. (2.5 columns) by 8 in.  
 National ..... \$200.00  
 Local ..... \$145.00  
 Campus ..... \$95.00

## e. Eighth Page\* (10 ci)

5 in. (2.5 columns) by 4 in.  
 National ..... \$100.00  
 Local ..... \$70.00  
 Campus ..... \$50.00

\*Alternate horizontal/vertical sizes available

## Advertise with Warnings

Please consider advertising in Warnings, our monthly literary magazine. Discount rates are available for those that advertise with both publications. Contact the Business Manager for details.

## Frequency Discount:

To receive a frequency discount, the advertiser must arrange and ad schedule with the Business Manager before the first printing of the consecutive issue ad. Frequency discounts for on-campus clients apply only to full page ads.

### Discounts are as follows:

3-5 issues ..... 5%  
 6-10 issues ..... 10%  
 11 or more issues ..... 15%

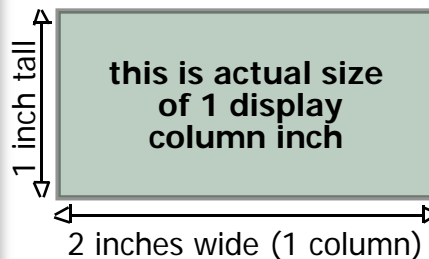
## Color Advertisements

This semester, we are proud to introduce the opportunity to run full-color advertisements. Space is limited, and requests will be honored on a first come-first serve basis. Prices are as follows:

2-page color spread ..... \$1,290.00/\$900.00/\$645.00  
 Full page ad ..... \$780.00/\$595.00/\$390.00  
 All other sizes ..... Add 20%

## Late Charges:

If payment has not been received by the agreed upon date, there will be a 10 percent fee per month until payment is received.



## Custom sizes

Advertisements of any size can be placed at a column inch rate

National ..... \$9.90 per column inch  
 Local ..... \$7.50 per column inch  
 Campus ..... \$4.95 per column inch

## Submitting Your Display Advertisement

This year, The Greyhound will only accept ads digitally. This ensures maximum reproduction quality and eliminates the possibility of publisher errors. Please ensure that your ad meets the specified dimensions to avoid additional fees. If you are unable to provide digital copy, we are happy to offer our design services for an additional fee.

### Media Accepted

ZipTM-100 CD-Rom Floppy Disk  
 All media must be compatible with a PC-Windows platform

### File Types Accepted

JPEG TIFF PSD Acrobat PDF  
 Adobe Pagemaker Quark Express  
 Adobe In Design

### Design fees\*:

In-house design ..... 15%  
 Scanning ..... 10%  
 Resizing ..... 10%  
 Camera-ready copy ..... 10%

\*Charge is per-insertion; Waived for five or more insertions

Design requests must be made no less than 5 business days in advance of publication date.

# Fall 2008 Publication Dates and Special Issues

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			

## Loyola College Calendar

### Fall Semester

September 1	Labor Day
September 2	First Day of Classes
September 26-28	Family Weekend
October 17	Undergraduate Holiday
October 31	Halloween
November 26-30	Thanksgiving Holiday
December 10	Last day of classes
December 12-20	Final exams
December 21- January 12	Winter Break

## Classified Advertising

This year, all classified advertising will be placed on-line through our online partner, Universal Advertising. Log on to <http://www.greyhoundclassifieds.com>, and follow the instructions. If you have any questions, please call.

The Greyhound welcomes classified advertisements from students, faculty, staff and community at a rate of \$6.00 for the first 30 words, and 25 cents for each additional word.



## Free-Standing Inserts

Inserts of 1-24 pages may be included in *The Greyhound* starting at \$180 per thousand for inserts of 1-8 pages. All inserts should be shipped directly to our publisher no less than one week in advance of publication:

The Daily Record  
 ATTN: Sabrina Hall - Greyhound Inserts  
 1414 Key Highway  
 Baltimore, MD 21230

Contact the Business Manager for additional information.

## Deadlines and Closing Times

Space Reservation Deadline (non-digital ad):*	5 p.m. Wednesday
Space Reservation Deadline (digital ad):*	12 p.m. Friday
Closing time:	5 p.m. Friday
Publication Day:	Tuesday

*\*Ads may be accepted after the reservation deadline at the editor's discretion. Space reservation is denoted by ad reception.*

### CLIP AND KEEP THIS FOR QUICK REFERENCE

# THE GREYHOUND

## ADVERTISING INFORMATION

### Publication Schedule

September 2  
 September 9  
 September 16  
 September 23  
 September 30  
 October 7  
 October 14  
 October 28  
 November 4  
 November 11  
 November 18  
 December 9

### Contact Information

Chris Wrightson  
 Tel: (410) 617-2867

### Mailing Information

4501 N. Charles Street  
 Bellarmine Hall 01  
 Baltimore, MD 21210

### E-mail:

greyhoundads@loyola.edu

### On the Web:

[www.loyolagreyhound.com](http://www.loyolagreyhound.com)

Space Reservation Deadline (non-digital ad):*	5 p.m. Wednesday
Space Reservation Deadline (digital ad):*	12 p.m. Friday
Closing time:	5 p.m. Friday
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**BUSINESS DEPT. PHONE: 410/617-2867**

# Advertising Policies and Restrictions

## Payment & Terms

- Invoices will be sent out within 10 business days of publication.
- Payment is due 30 days after the date of the invoice, unless a previous arrangement has been made with the Business Manager.
- Payment is due for on-campus advertisers within 15 days, and may be done by performing an inter-account transfer.
- Checks should be made out to *The Greyhound*.
- At this time, we are unable to accept payment for display ads via credit card.

## Cancellations

- Once a space reservation has been made, changes or cancellations can be made only up until closing time.
- For each issue, closing time is 5 p.m. Friday.
- **No refunds will be given after the closing deadline.**

## Submission of ad materials

- If a space reservation has been made and the advertisement copy has not been received by *The Greyhound* by the appropriate copy receipt deadline, the advertiser will be responsible for the full payment as if the advertisement had run.

## Refusal to run advertisement

- *The Greyhound* reserves the right to refuse placement of any advertisement. All advertisements must be consistent with the standards and ethics of the newspaper.
- Advertisements depicting brand names of beer or alcohol and ads that picture alcohol containers may not be printed.
- *The Greyhound* reserves the right to decline any material deemed obscene, libelous or objectionable.
- *The Greyhound* is not required to explain why the advertisement was rejected.

## Preferred Placement

- Advertisers can request that their advertisements be placed in a specific section or location on the page, but *The Greyhound* is not obligated to meet the request. *The Greyhound* will, however, attempt to fulfill any location request made at the time of placement.

## Errors

- Errors made by *The Greyhound* staff will be compensated only up to the full cost of the ad.
- If payment has already been received for an ad with errors, no payment will be returned. Instead, a free "make-good" insertion or discount on a future insertion will be offered.

**By placing an advertisement in *The Greyhound*, the advertiser acknowledges it understands the above stipulations.**

# Special Advertising Opportunities

## 1. SPONSOR A POPULAR GREYHOUND FEATURE!

These weekly segments are read most frequently according to a recent reader survey. Ensure maximum exposure for your product by sponsoring one of the following for one issue or throughout the semester.

### Campus Police Blotter

Fall semester sponsorship ..... \$600.00  
 Per-issue sponsorship ..... \$60.00  
*Our most popular weekly feature according to a reader survey, this is a weekly digest of (often humorous) campus police reports.*

### Thumbs Up/Thumbs Down

Fall semester sponsorship ..... \$480.00  
 Per-issue sponsorship ..... \$50.00  
*Think "Cheers & Jeers." A humorous look at the news of the week. Most popular feature in Opinions section.*

### On The Quad

Spring semester sponsorship ..... \$450.00  
 Per-issue sponsorship ..... \$45.00  
*Question of the week asked to students on campus.*

### Athlete of the Week

Spring semester sponsorship ..... \$360.00  
 Per-issue sponsorship ..... \$35.00  
*A snapshot of one of Loyola's top student athletes.*

### Four page supplement

National ..... \$1,250.00  
 Local ..... \$950.00  
 Campus ..... \$625.00

## 2. BACKPAGE AD

The backpage ad is always in hot demand, so reserve it now! This is the most visible location to place your ad, and this year, it is available in color. Demand will likely be high for this space, and requests will be handled on a first-come-first-serve basis.

National Rate .....\$810.00  
 Local .....\$620.00  
 Campus .....\$405.00

## 3. PRODUCT EXCHANGE

Looking to advertise but also to save money? In return for free samples of your product to offer as prizes for our readers (tickets to a concert, gift certificates, etc.) we can offer you space at a discounted rate. This particular offer is especially popular with our local clients.

## 4. DISTRIBUTE THE GREYHOUND!

We are always looking to reach a new audience, and including your business as a distribution location is the perfect way for us to do that. Aside from receiving a discount on our regular prices, this also ensures that more than just members of the Loyola community see your ad. Contact us if you think you might be interested in joining our expanding distribution network, and you may be eligible to receive a 5% discount!

**CONTACT THE BUSINESS MANAGER FOR UPDATED DISCOUNTS AND AVAILABILITY**

# Advertising Application

Advertisers: Please fill out this application and fax or mail to the office.

**Business Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Mailing Address** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Business Phone:** \_\_\_\_\_

**Business Fax:** \_\_\_\_\_

Space Reservation Deadline (non-digital ad):\* 5 p.m. Wednesday  
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 Closing time: 5 p.m. Friday  
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*\*Ads may be accepted after the reservation deadline at the editor's discretion. Space reservation is denoted by ad reception.*

## Advertising Specifications

Description/Notes	No. of Insertions	Size	Price
<b>Total:</b>			

## Dates of Insertion

*Please circle the dates you would like your advertisement to run in:*

September	October	November	December
2	7	4	9
9	14	11	
16	28	18	
23			
30			

ALL DATES ARE  
TUESDAYS

**I understand the policies of *The Greyhound* and agree to the terms outlined on page 5.**

**Advertiser Signature:** \_\_\_\_\_

**You may return the completed form to the Business office by one of the following options:**

**E-mail:** [greyhoundads@loyola.edu](mailto:greyhoundads@loyola.edu)

**Mail:** THE GREYHOUND  
 Business Department  
 4501 North Charles Street  
 Bellarmine Hall 01  
 Baltimore, Maryland 21210

**Questions? Call 410/617-2867  
 or e-mail [greyhoundads@loyola.edu](mailto:greyhoundads@loyola.edu)**