POLICIES

DEADLINES

<table>
<thead>
<tr>
<th>Monday</th>
<th>Monday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space reservations are due 12 p.m. on the Friday prior to publication unless otherwise noted.</td>
<td>Copy is due at 12 p.m. on the Monday prior to publication.</td>
</tr>
<tr>
<td>Ads are run on Thursdays.</td>
<td></td>
</tr>
</tbody>
</table>

Late advertisements will not be printed until the following issue.

An advertiser wishing to cancel an ad must do so at least two weeks before the space reservation for the consideration of a partial refund.

Failure to give cancellation notice by the cancellation deadline does not release the advertiser from full responsibility for payment of the ad space reserved.

The Vista reserves the right to revise deadlines or advertising rates at any time.

STANDARDS OF ACCEPTABILITY

All advertising is subject to acceptance by The Vista.

The Vista will not knowingly accept any advertisement that is potentially libelous, promotes academic dishonesty, violates any federal, state or local law, or encourages discrimination against any individual or group on the bases of race, age, color, religion, national origin, gender, sexual orientation, veteran status, disability or handicap.

Further, The Vista cannot accept any political advertisements.

TERMS

Check is the only form of payment accepted. Please make all checks payable to “The Vista.”

If the terms of an advertising contract are not fulfilled by the expiration date, The Vista will bill the difference between the committed contract level and the actual level fulfilled for all used space.

The Vista reserves the right to withdraw or restrict credit privileges and refuse advertisements from any advertiser whose account is 30 or more days past due.

LIABILITY

The advertiser and/or advertising agency agrees to defend and indemnify The Vista against any and all liability; loss or expense arising from claims of libel, infringement of trademarks, trade name or patents, violation of rights of privacy and infringement of copyrights resulting from the publication of the advertiser’s advertisement.

The Vista’s liability for error shall be limited to the portion of the advertisement affected by the error. Liability shall not exceed the cost of the ad.

The Vista is not responsible for errors in advertising copy accepted after the copy deadline, or when a proof has not been approved by the advertiser or the advertiser’s representative.

Advertisements simulating news copy must be marked “Advertisement.”

Complete advertising policy available upon request.

CONTACT

• Editorial Department (619) 260 - 4584
• Advertising Department (619) 260 - 4714
• Fax (619) 849 - 8308

PERSONNEL

• Russell Whitman, Ad Manager (advertising@usdvista.com)
• Lauren Vujovich, Editor in Chief (editor@usdvista.com)
• Julian Lopez, Director of Finance (finance@usdvista.com)
According to a college marketing survey by re:fuel, students and their families, faculty and alumni.

FACTS & FIGURES

The Vista distributes 1,000 copies most Thursdays throughout the campus, including the Student Life Pavilion and the resident buildings. On average, college students have about $460 in discretionary spending per month.

2014-2015 VISTA PUBLICATION SCHEDULE

FALL 2014

2014-2015 ADVERTISING RATES

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
<th>1/8 PAGE</th>
<th>1/16 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14.50</td>
<td>$7.25</td>
<td>$3.75</td>
<td>$2.30</td>
<td>$1.50</td>
<td></td>
</tr>
</tbody>
</table>

2014-2015 ADVERTISING RATES

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>FULL PAGE</th>
<th>1/2 PAGE</th>
<th>1/4 PAGE</th>
<th>1/8 PAGE</th>
<th>1/16 PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14.50</td>
<td>$7.25</td>
<td>$3.75</td>
<td>$2.30</td>
<td>$1.50</td>
<td></td>
</tr>
</tbody>
</table>

FALL 2014

<table>
<thead>
<tr>
<th>DATE</th>
<th>PAGE SIZE</th>
<th>INSET SIZE</th>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG/SEPT</td>
<td>1/8 PAGE</td>
<td>5 x 7.75&quot;</td>
<td>3,000</td>
<td>$540.59</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>1/8 PAGE</td>
<td>5 x 7.75&quot;</td>
<td>3,000</td>
<td>$540.59</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>1/8 PAGE</td>
<td>5 x 7.75&quot;</td>
<td>3,000</td>
<td>$540.59</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>1/8 PAGE</td>
<td>5 x 7.75&quot;</td>
<td>3,000</td>
<td>$540.59</td>
</tr>
</tbody>
</table>

SPRING 2015

ONLINE BENEFIT

The Vista offers the newspaper online. Students are able to view the newspaper whenever they have access to a computer or smartphone, increasing their exposure to advertisements.

COLOR

Spot color and full color are available at the following rates in addition to purchase of space. Two or more advertisers may form a co-op to pay for color costs.

- One color plus black: $130
- Four color: $275

PRE-PRINTED INSERTS

Non-contract rate: $225 per thousand

The Vista gladly accepts pre-printed inserts which are sold at non-contract rates only. Please submit a complete sample of the insert to The Vista before they are shipped. The Vista will not be responsible for loss or cost of returning inserts.

Please note:
- 3,000 inserts for distribution
- Deadline for receipt of material is 7 business days prior to publication.
- Cancellation deadline is 5 business days prior to publication.

Shipment of pre-printed inserts:

Advanced Web Offset
Attn: Dan Armstrong/Craig Durrant
2260 Oak Ridge Way
Vista, CA 92081
Tel: (760) 727-1700

*According to a college marketing survey by re:fuel.