

POLICIES

DEADLINES

FRIDAY Space reservations are due 12 p.m. on the Friday prior to publication unless otherwise noted.

MONDAY Copy is due at 12 p.m. on the Monday prior to publication.

THURSDAY Ads are run on Thursdays.

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 basis 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. The Vista is not liable for failing to publish an advertisement.

Advertisements simulating news copy must be marked "Advertisement."

Complete advertising policy available upon request.



Mafer Arce/The Vista

THE VISTA

University of San Diego's Student Newspaper
2016-2017 Advertising Guide

CONTACT

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

PERSONNEL

- Courtney Wong, Ad Manager (mediaadvertising@uofsdmedia.com)
- Brooklyn Dippo (vistaeditor@uofsdmedia.com)
- Mattie Nurova, Director of Finance (mediafinance@uofsdmedia.com)

THE VISTA

5998 Alcalá Park
San Diego, CA 92110
www.usdvista.com

Designed by
Cathy Nguyen/The Vista

ABOUT

University of San Diego's The Vista newspaper is an on-campus publication which expresses the views and concerns of the undergraduate student body, with a population of 5,000. Additionally, there are another 3,000 graduate students as well as faculty and staff that access the newspaper.

Advertising in The Vista is a great opportunity to establish connections with the USD community, which includes students and their families, faculty and alumni.

FACTS & FIGURES

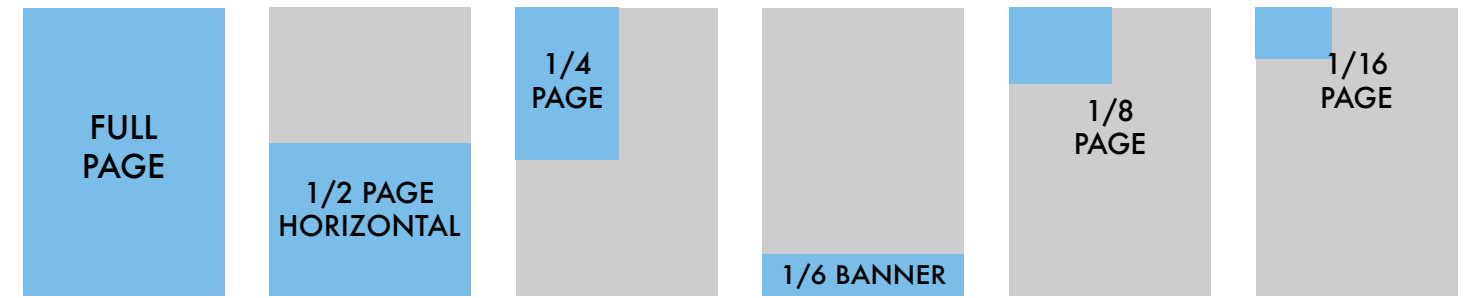
The Vista distributes 3,000 copies most Thursdays throughout the campus, including the Student Life Pavilion and the resident buildings

46% of total undergraduates and 96% of freshmen live on campus



On average, college students have about \$460 in discretionary spending per month*

2016-2017 ADVERTISING RATES



5 x 15.25"	5 x 7.75"	2.5 x 7.75"	5 x 2"	2.5 x 3.75"	1.25 x 3.75"
National: \$800.63	National: \$406.88	National: \$203.44	National: \$105.00	National: \$98.44	National: \$49.22
Local: \$720.56	Local: \$366.19	Local: \$183.09	Local: \$94.50	Local: \$88.59	Local: \$44.30
On Campus: \$640.50	On Campus: \$325.50	On Campus: \$162.75	On Campus: \$84.00	On Campus: \$78.75	On Campus: \$39.38

20% OFF FOR ON-CAMPUS DEPARTMENTS AND ORGANIZATIONS!

ONLINE BENEFIT

The Vista now offers the newspaper online. Students are able to view the newspaper whenever they have access to a computer or smart phone, increasing their exposure to advertisements. Please visit our website for more information:

www.theusdvista.com

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

NATIONAL OPEN RATE

\$10.50 per column inch

DIMENSIONS

Please note that width is shown above in column inches and height is shown in actual inches. 1 column inch = 2 inches.

1.25 column inches = 2.5 inches
2.5 column inches = 5 inches
5 column inches = 10 inches

CLASSIFIED RATES

- 1-3 Insertions: \$10 each
- 4 Consecutive Insertions: \$35
- 8 Consecutive Insertions: \$60
- 8+ Insertions: \$7.50 each

Please note:

Refunds are not issued for canceled ads.

All classified ads must be prepaid.

Maximum of 30 words; \$0.25 charge per word that exceeds allotment.

All complete classified requests are due by 12 p.m. on the Friday prior to publication.

The Vista will not be responsible for any incorrect insertion beyond the first week.

Tearsheet mailed upon request.

2016-2017 VISTA PUBLICATION SCHEDULE

FALL 2016

AUG/SEPT/OCT	OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 28 29 30 31 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 1	S M T W T F S 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	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	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

SPRING 2017

FEBRUARY	MAR/APR	APRIL	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	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	S M T W T F S 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 24 25 26 27 28 29 30	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

*According to a college marketing survey by re:fuel