



## University of San Diego's Student Newspaper

5998 Alcalá Park San Diego, CA 92110

**Editorial Department** (619) 260-4584  
**Advertising Department** (619) 260-4714  
**Facsimile** (619) 260-4807

### Format

All ads received must be either PDFs or Word documents.

#### Acceptable Fonts include:

American Typewriter  
 Times New Roman

#### COPPERPLATE

Geneva  
*Lucida Handwriting*

For other fonts, please contact us.

### 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

Please ship pre-printed inserts to:

**San Diego Web Offset**  
**Attn: Patzy DaSilva**  
**1044 Pioneer Way**  
**Receiving Dock**  
**El Cajon, CA 92022**  
**Tel: (619) 442-0910**  
**Fax: (619) 442-5690**

## Personnel

**Melissa Carrade**, Director of Finance, mcarrade@usdvista.com

**Lauren Miller**, Ad Manager, lmiller@usdvista.com

**Liz Buckley**, Editor in Chief, lbuckley@usdvista.com

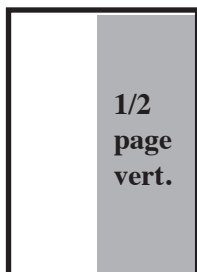
## Advertising Rates & Specifications

**National Rates (per column inch) \$10.60**

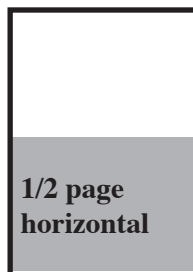
**20% off for on-campus groups**



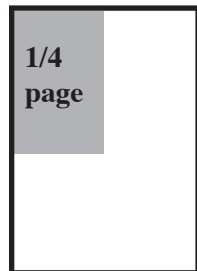
**10" x 15.6"**  
 Local- Regular \$550.00  
 Local- Pre-Paid \$522.50



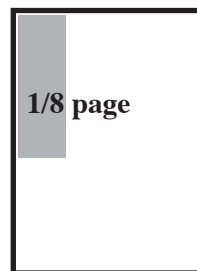
**5" x 15.6"**  
 Local- Regular \$275.00  
 Local- Pre-Paid \$261.25



**10.1875" x 7.7"**  
 Local- Regular \$275.00  
 Local- Pre-Paid \$261.25



**5" x 7.7"**  
 Local- Regular \$132.00  
 Local- Pre-Paid \$130.63



**2.4" x 7.7"**  
 Local- Regular \$68.75  
 Local- Pre-Paid \$65.32

**All ads must adhere to these exact sizes and orientations. Odd sized ads will not be printed.**

Offset printing method

Page dimensions: 10.1875 x 16

## 2008-2009 Advertising Information

## Classified Rates

1-3 Insertions.....	\$10.00 each
4 Consecutive insertions.....	\$35.00
8 Consecutive insertions.....	\$60.00
More than eight insertions.....	\$7.50 each

- Refunds are not issued for cancelled ads.
- All classified ads must be prepaid.
- Maximum of 30 words; \$0.25 charge per word exceeding allotment.
- All completed classified requests are due by 12 p.m. Monday prior to publication.
- The Vista will not be responsible for any incorrect insertion beyond the first week.
- Tearsheet mailed upon request.

## 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.

## Terms

- Cash in advance is required. **We do not accept credit cards.**
- 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.
- Place and page position will not be honored or guaranteed.
- 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.

## 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.

## Deadlines

**Space reservations are due Friday at 12 p.m. prior to publication unless otherwise noted. Copy is due Monday at noon prior to publication. 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 on or before the space reservation deadline.

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

## Subscriptions

Available at the following rate and are payable in advance.

**One Year: \$40**

## Publication Schedule

### Fall Semester

September 18  
September 25  
October 2  
October 9  
October 16  
October 23  
October 30  
November 6  
November 13  
November 20  
December 4

### Spring Semester

February 12  
February 19  
February 26  
March 5  
March 19  
March 26  
April 2  
April 23  
April 30  
May 7

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