

# POLICIES

## PUBLICATION SCHEDULE

OFFICIALLY FOR 2021-2022

**Friday**  
Space reservation 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 USD Vista reserves the right to revise deadlines to advertising rates at anytime.

## STANDARDS OF ACCEPTABILITY

All advertising is subject to acceptance by The USD Vista

The USD 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 USD 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 USD Vista will bill the difference between the committed contact level and the actual level fulfilled for all used space.

The USD Vista reserves the right to withdraw or restrict credit privileges.

## LIABILITY

The advertiser and/or advertising agency agrees to defend and indemnify The USD 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 the infringement of copyrights resulting from the publication of the advertiser's advertisement.

The USD 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 USD 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 USD Vista is not liable for failing to publish an advertisement. Advertisements simulating news copy must be marked "Advertisement." Complete advertising policy available upon request.



Courtesy of the University of San Diego

## CONTACT

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

## PERSONNEL

- Morgan Valent, Ad Manager (mediaadvertising@sandiego.edu)
- Taylor de Guzman, Editor and Chief (vistaeditor@sandiego.edu)
- Michael - Galo Guitierrez, Director of Finance (mediafinance@sandiego.edu)



5998 Alcalá Park  
San Diego, CA 92110  
sandiego.edu/vista



# 2021-2022 ADVERTISING RATES

## ABOUT

University of San Diego's The USD Vista newspaper is an on-campus publication which expresses the views and the concerns of the undergraduate student body, with a population of 5,700. Additionally, there are another 3,000 graduate students as well as faculty and staff that access the newspaper.

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



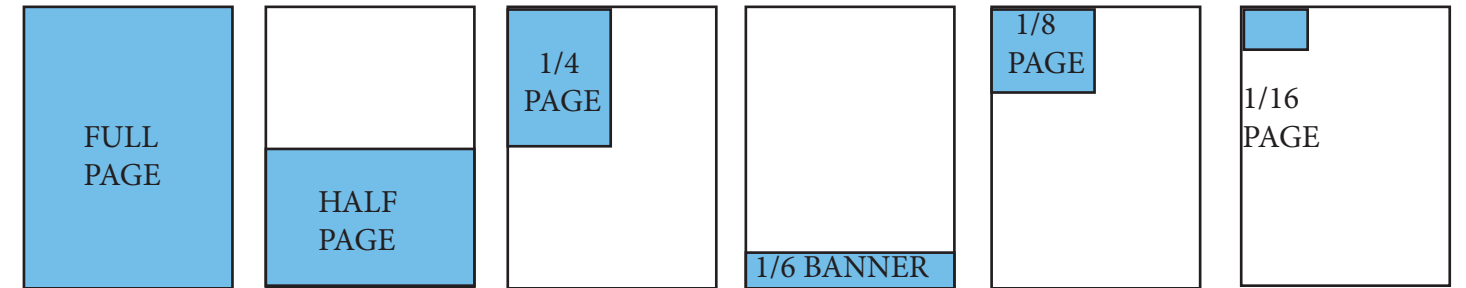
## FACTS & FIGURES

The Vista distributes 3,000 copies most Thursdays throughout the campus, including the Student 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



5 x 1 5.25"	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: \$ 98.44	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 USD 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:

### COLOR

Spot color and full color are available at the following rates in addition to purchases 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 inches = 2 inches

1.25 column inches = 2.5 inches

2.5 column inches = 5 inches

5 column inches = 10 inches

Please note: We no longer offer classified ads.

### PRE-PRINTED INSERTS

Non - contract rate: \$225 per thousand

The USD 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.

#### Ship pre-printed inserts to:

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

September							October							November							December						
S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S	S	M	T	W	TH	F	S
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12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
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26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31				26	27	28	29	30	31	
							31																				

February							March							April							May						
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