

POLICIES

PUBLICATION SCHEDULE

OFFICIALLY FOR FALL 2022 - SPRING 2023

FRIDAY

Space reservations are due at 12:00 pm on the Friday prior to publication unless otherwise noted.

MONDAY

Copy is due at 12:00 pm on the Monday prior to publication.

THURSDAY

Newspaper is distributed in print and virtually and in print with advertisements on Thursday.

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 or advertising rates at any time.

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 an 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 USD 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 contract 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, tradename or patents; violation of rights of privacy and 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.

CONTACT

- Editorial Department (619) 260 - 4584
- Advertising Department (619) 260 - 4584
- Fax (619) 849 - 8150

PERSONNEL

- Anna Hallock, Ad Manager (mediaadvertising@sandiego.edu)
- Karisa Kampbell, Editor in Chief (vistaeditor@sandiego.edu)
- Brendan Ridge, Director of Finance (mediafinance@sandiego.edu)

The USD Vista

5998 Alcala Park
San Diego, CA 92110

sandiego.edu/vista



Courtesy of University of San Diego



ADVERTISING GUIDE 2022 - 2023

ABOUT

The USD Vista newspaper is the University of San Diego's on-campus publication which expresses the views and concerns of the undergraduate student body, with a population of 5,850. Additionally there are another 3,500 graduate students as well as faculty and staff that access the newspaper.

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

FACTS & FIGURES



Photo Courtesy of University of San Diego

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

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

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

* According to a Wells Fargo study from December 2019

2022 - 2023 ADVERTISING RATES

FULL PAGE	HALF PAGE	1/4 PAGE	1/6 BANNER	1/8 PAGE
5 *x 15.25"	5 * x 7.75"	2.5 * x 7.75"	5 * x 2"	2.5 * x 3.75"
NATIONAL: \$305	NATIONAL: \$155	NATIONAL: \$77.50	NATIONAL: \$40.00	NATIONAL: \$18.75
LOCAL: \$274.50	LOCAL: \$139.50	LOCAL: \$69.75	LOCAL: \$36.00	LOCAL: \$ 16.90
ON-CAMPUS: \$244.00	ON-CAMPUS: \$124.00	ON-CAMPUS: \$62.00	ON-CAMPUS: \$32.00	ON-CAMPUS: \$15.00 A

*** DIMENSIONS**

Please note that width is shown above in column inches and height is shown in actual inches.

- 1 column inches = 2 inches
- 1.5 column inches = 2.5 inches
- 2.5 column inches = 5 inches

Please note : We no longer offer classified ads.

National Open Rate

\$10.50
per column inch

2022 - 2023 USD VISTA PUBLICATION SCHEDULE

FALL 2022

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
				1	2	3						1															
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
							30	31																			

SPRING 2023

FEBRUARY							MARCH							APRIL							MAY						
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
			1	2	3	4				1	2	3	4							1		1	2	3	4	5	6
5	6	7	8	9	10	11	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
														30													

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:
www.sandiego.edu/vista

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

Full color: \$275

