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 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, trade name 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.
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 3,250 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

College students consume content on an average of 7 devices and over 52 hours per week.*

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

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

FALL 2020 ADVERTISING RATES

<table>
<thead>
<tr>
<th>TYPE</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.5 in x 9.62 in</td>
<td>$100</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.5 in x 4.81 in</td>
<td>$50</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.75 in x 4.81 in</td>
<td>$25</td>
</tr>
</tbody>
</table>

ONLINE BENEFIT

During this unusual semester, The USD Vista is offering extremely low prices for advertisements. Students, faculty, and staff can easily access advertisements by viewing the online print edition on their computer or smart devices. There will also be a link to The USD Vista via the weekly University Dispatch email. The USD community has such easy access to our virtual paper and with these low prices, it is a great time to advertise with The USD Vista!

Please visit our website for more information: sandiego.edu/vista

* According to Refuel Agency College Explorer Series™
** According to a college marketing survey by Refuel Agency
*** Statistic from Fall 2019 USD students