

POLICIES

PUBLICATION SCHEDULE

OFFICIALLY FOR FALL 2020

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

Newspaper distributed virtually with advertisements on Thursday

Late advertisements will not be distributed virtually 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 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.



Courtesy of University of San Diego



FALL 2020 ADVERTISING GUIDE

CONTACT

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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.*

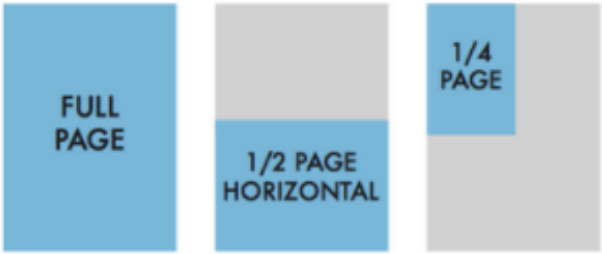
On average, college students have about \$460 in discretionary spending per month.**



Courtesy of University of San Diego

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

FALL 2020 ADVERTISING RATES



TYPE	DIMENSIONS	RATE
Full Page	7.5 in x 9.62 in	\$100
1/2 Page Horizontal	7.5 in x 4.81 in	\$50
1/4 Page	3.75 in x 4.81 in	\$25

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

**THE USD VISTA PUBLICATION SCHEDULE
 FALL 2020**

August 13th August 27th	September 3rd September 10th September 17th September 24th	October 1st October 8th October 15th October 22nd October 29th	November 5th
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SPRING 2021 WILL BE RELEASED IN NOVEMBER

* According to Refuel Agency College Explorer Series™

** According to a college marketing survey by Refuel Agency

*** Statistic from Fall 2019 USD students