

# THE VOYAGER

*The voice of UWF students since 1968.*

The Voyager is the official University student newspaper. It serves as the primary media source for dissemination of news, information and opinion to students, faculty and staff at the University of West Florida. The Voyager serves more than 10,000 students, 1,400 employees, and countless friends and parents.

Current Rates as of August 2008

## **Local Advertising Rates:**

Open Rate.....\$7.00 per column inch

## **On Campus Advertising Rates:**

\*All on-campus advertisers will receive a 20% discount on all rates except front page banners and special package pricing.

## **National Advertising Rates:**

Open Rate.....\$10.00 per column inch

## **Discount Rates for Local Advertising:**

4 weeks.....\$6.50 per column inch

6 weeks.....\$5.75 per column inch

12weeks.....\$5.50 per column inch

24 weeks.....\$5.25 per column inch

\*Same discounts applied to National Advertising Rates based on \$10 per column inch

**Color Charges:**

Full process color (4 color).....\$150  
One spot color + black.....\$50 per color

**Custom Design Charges:**

Custom Ad Design Fee.....\$25

**Free-standing Inserts:**

1-2 pages.....\$80 per thousand  
3-12 pages.....\$160 per thousand

\*Minimum of 1000 inserts

**Deadlines**

**Print Advertisement:**

(The week of print)

Space Reservation.....Friday 5:30 p.m.  
Ad Material.....Friday 5:30 p.m.

**Free Standing Inserts:**

(All the week before the actual print date)

Space Reservation.....Monday 2 p.m.  
Proof.....Wednesday 2 p.m.  
Insertion Delivery.....Friday by 2 p.m.

**Online Advertisement:**

(The week of print)

Space reservation.....Monday by 2 p.m.

Ad material.....Tuesday by 3 p.m.

- ❖ The Voyager is written, edited and designed by students, and a new issue is distributed every Wednesday afternoon. The Voyager is printed during the fall and spring semesters. The Voyager distributes 5000 print copies and updates the Web site throughout the week.
- ❖ 1 column inch = 1.55 inches
- ❖ We accept check, Visa and MasterCard, and payment is due within 30 days of the first print date.
- ❖ The Voyager relies on advertising money as its main source of revenue. By advertising in The Voyager, not only are you selling your product, but you are directly funding education. Thank you!
- ❖ Print dates are subject to change

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