- The Mercury serves as the primary print and online source of campus news for The University of Texas at Dallas and its 26,300 students and 3,500 faculty and staff.

- 4,500 issues are distributed to more than 30 on-campus locations, 2,000 of which are delivered directly to students living on campus (1,250 issues to on-campus apartments and 750 issues to dormitories).

- Issues are published biweekly on Mondays during the fall and spring semesters.
  - Summer issues publish once a month.

- The Mercury website, utdmercury.com, is visited more than 10,000 times every month.

**CONTACT US**

**DIRECTOR OF STUDENT MEDIA**
Chad Thomas
chadthomas@utdallas.edu
(972) 883-2290
For information about The Mercury and UT Dallas Student Media

**ADMINISTRATIVE ASSISTANT**
Darla Dougherty
darlad@utdallas.edu
(972) 883-2286
For information about billing and your account

**MARKETING AND SALES REPRESENTATIVE**
Naima Abedin
ads@utdmercury.com
(972) 883-2210
For advertising information

**MAILING ADDRESS**
UTD Student Media, The Mercury
800 W. Campbell Road, SU 24
Richardson, TX 75080

---

**COLLEGE MARKET STATS**

79% of college students have looked at or read the print version of their school’s student newspaper in the past two weeks.

65% of students say they’ve been motivated to take some sort of action after seeing advertisements in their college newspaper.

On average, each copy of the student newspaper is read 2.7 times.

*Source: Alloy Media + Marketing (2011)*
ADVERTISEMENT RATES AND SIZES

RATES

ON-CAMPUS RATE
Applicable to UT Dallas departments and registered student organizations

$5 PER COLUMN INCH

OFF-CAMPUS RATE
Applicable to local, regional and national advertisers

$8 PER COLUMN INCH

We include a 10% discount for all full page and half page advertisements. Add full color to any size ad for a 25% surcharge.

STANDARD SIZING

<table>
<thead>
<tr>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
<th>EIGHTH PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.25&quot; x 20&quot;</td>
<td>5.5&quot; x 20&quot;</td>
<td>5.5&quot; x 10&quot;</td>
<td>5.5&quot; x 5&quot;</td>
</tr>
<tr>
<td>6 columns x 20&quot;</td>
<td>3 columns x 20&quot;</td>
<td>6 columns x 10&quot;</td>
<td>3 columns x 5&quot;</td>
</tr>
<tr>
<td>120 column inches</td>
<td>60 column inches</td>
<td>60 column inches</td>
<td>15 column inches</td>
</tr>
</tbody>
</table>

Pricing

<table>
<thead>
<tr>
<th>OFF-CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK &amp; WHITE</td>
</tr>
<tr>
<td>FULL COLOR</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ON-CAMPUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK &amp; WHITE</td>
</tr>
<tr>
<td>FULL COLOR</td>
</tr>
</tbody>
</table>

ADDITIONAL OPTIONS

CLASSIFIEDS
$10 for the first 30 words
$5 for every additional 10 words

INSERTS
$80 per 1,000 (4,500 minimum)

Inserts must be preprinted by the advertiser and delivered to DFW Printing one week prior to publication. Contact us for delivery information.
All news, feature and sports content appearing in the print edition of The Mercury also appears on the website, utd mercury.com, alongside video/multimedia content and PDF versions of each issue.

There are two choices for placement of online ads. Online ads are displayed on a monthly basis.

A. 728 X 90
$350/MONTH

B. 300 X 250
$300/MONTH

Sizes are given in pixels. Please send us your ad image file in jpeg format. Flash ads are not accepted. We do not accept ad tags.
FREQUENCY DISCOUNTS

*The Mercury* offers discounts for recurring ads during a particular semester or academic year. To be eligible for frequency discounts, ads must be the same size with only minor changes to text or graphical elements. Frequency discounts are offered on both print and online ads.

**PRINT DISCOUNT**
Advertise in consecutive issues of the paper to receive the discount.

- 2 TIMES = 5% OFF
- 4 TIMES = 10% OFF
- 8 TIMES = 15% OFF
- 10 TIMES = 20% OFF

**ONLINE DISCOUNT**
Advertise online in consecutive months to receive the discount.

- 2 MONTHS = 10% OFF
- 3 MONTHS = 15% OFF
- 4 MONTHS = 20% OFF

**PREMIUM PLACEMENT**
Contact us at least 10 days in advance to reserve ad space in one of our premium positions:

**INSIDE FRONT COVER**
5% SURCHARGE

**BACK COVER**
10% SURCHARGE