



2016 - 2017
RATE CARD

PHONE (972) 883 2286 | FAX (972) 883 6626



- 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)



THE MERCURY

ADVERTISEMENT RATES AND SIZES

RATES

ON-CAMPUS RATE

*Applicable to UT Dallas departments
and registered student organizations*

\$5 PER COLUMN INCH

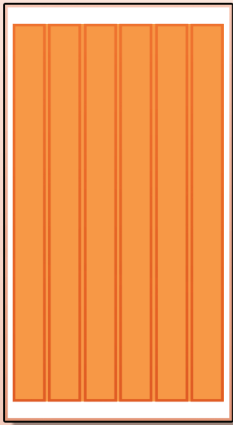
OFF-CAMPUS RATE

*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

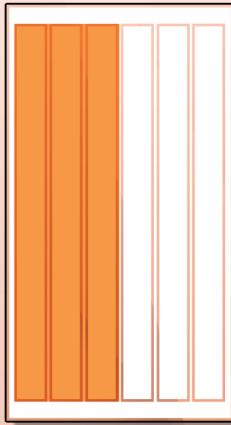


FULL PAGE

11.25" X 20"

6 COLUMNS X 20"

120 COLUMN INCHES

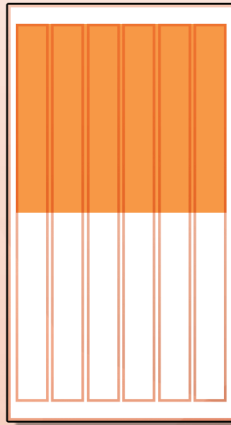


HALF PAGE

5.5" X 20"

3 COLUMNS X 20"

60 COLUMN INCHES

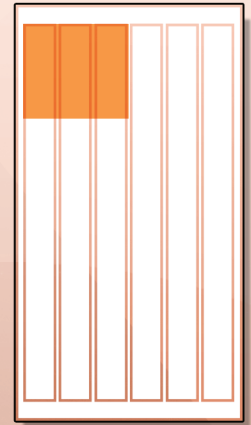


QUARTER PAGE

5.5" X 10"

3 COLUMNS X 10"

30 COLUMN INCHES



EIGHTH PAGE

5.5" X 5"

3 COLUMNS X 5"

15 COLUMN INCHES

SIZING INFORMATION

PAGE SIZE

12" X 22"

IMAGE SPACE

11.25" X 20"

COLUMN SIZES

1 COLUMN	1.74"
2 COLUMNS	3.64"
3 COLUMNS	5.50"
4 COLUMNS	7.44"
5 COLUMNS	9.35"
6 COLUMNS	11.25"

PRICING

	FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE
OFF-CAMPUS	BLACK & WHITE \$864	\$432	\$240	\$120
	FULL COLOR \$1080	\$540	\$300	\$150
ON-CAMPUS	BLACK & WHITE \$540	\$270	\$150	\$75
	FULL COLOR \$675	\$337.50	\$187.50	\$93.75

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.*



ONLINE ADVERTISING INFORMATION

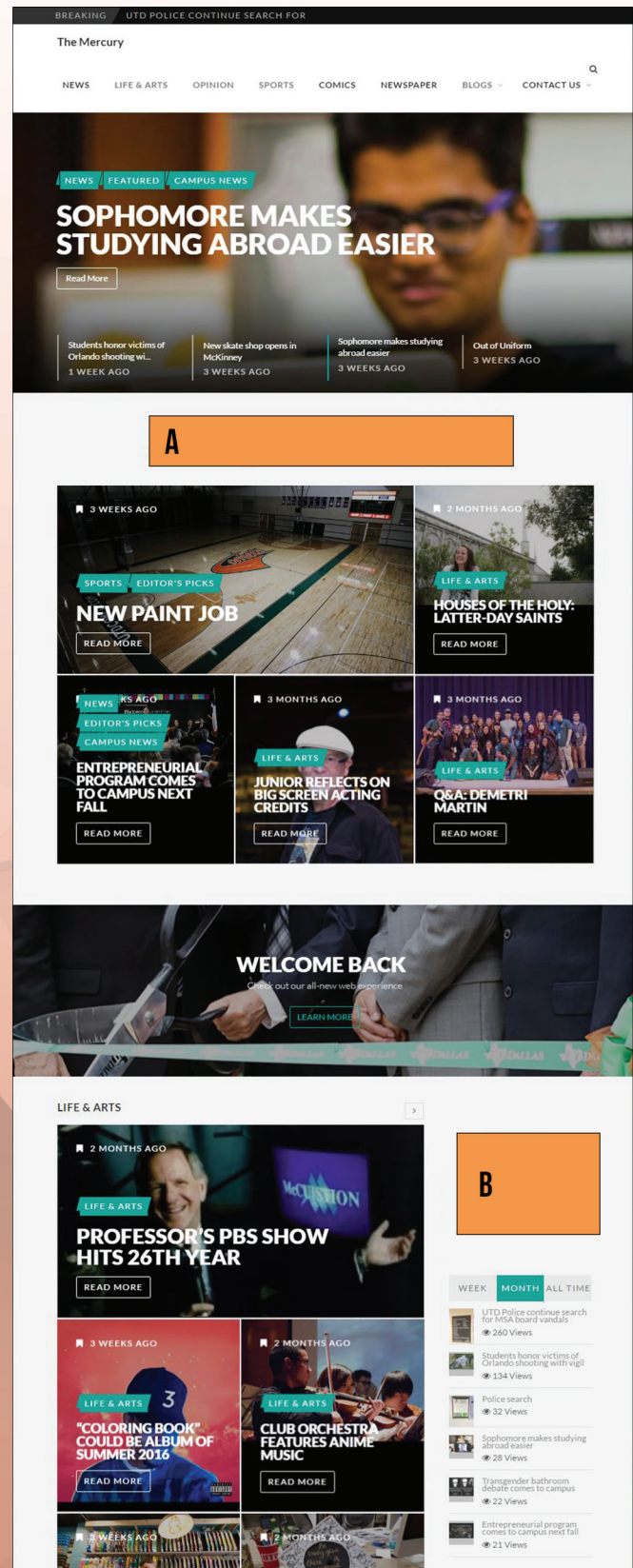
All news, feature and sports content appearing in the print edition of *The Mercury* also appears on the website, utdmercury.com, alongside video/multimedia content and PDF versions of each issue.

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



THE MERCURY

PUBLICATION DATES & AD DEADLINES

June 2016						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July 2016						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 2016						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September 2016						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October 2016						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November 2016						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December 2016						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

January 2017						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2017						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March 2017						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April 2017						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

○ AD DEADLINE
● PUBLICATION DATE