



2018 MEDIA KIT

The New Perspective

The New Perspective is Carroll University's official student-operated newspaper. Its goals are twofold: to inform and connect the Carroll and Waukesha community, and to give students an outlet to hone their skills in both print and online journalism. In order to further these goals, the New Perspective is constantly finding new ways to create an innovative media publication that best serves the public interest. The New Perspective staff believe in fostering a newspaper that reflects not just publications past and present, but one that will help shape the future of college level journalism for decades to come.

Our Paper

The New Perspective has five sections: News, where all aspects of Carroll life and community are covered, ranging from campus events and campus safety to student government and community involvement; Op/Ed, featuring the paper's editorials along with a wide range of commentaries; Feature, full of local places of interest, student profiles, and especially relevant topics of interest; Centerspread, containing a new theme every month; Arts and Entertainment, where album reviews and movie releases are kept up-to-date; and Sports, where profiles of athletes and coverage of the week's sports are regular features.

Quick Facts

Students Enrolled: 3,500+
States represented: 33
Countries represented: 31
Areas of study: 95+
Wisconsin's oldest college

Issue Circulation

~200 readers
Distribution Locations: ~10

Publishing Dates

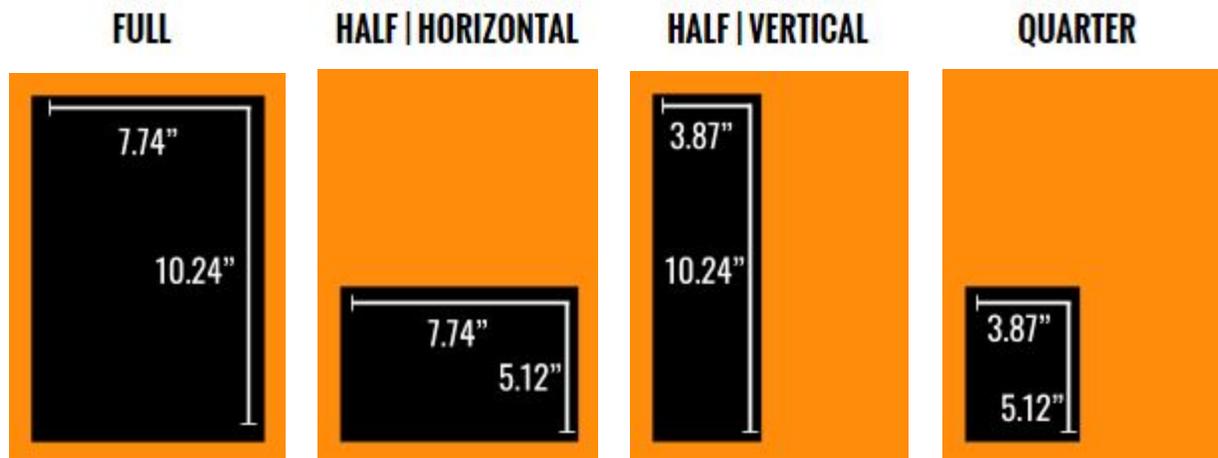
Feb. 26
Apr. 2
Apr. 30

Ad Submission Due Dates

Feb. 20
March 27
Apr. 24

Design Sizing

If the advertisement submitted exceeds the ordered size, it will be rejected. If the advertisement submitted is smaller than the ordered size, it will be fit into the provided space with notice.



Full: 7.74 x 10.24 in.

Quarter: 3.87 x 5.12 in.

Half-Horizontal: 7.74 x 5.12 in.

Half-Vertical: 3.87 x 10.24 in.

Design Aspects

File Types: We only accept Adobe PDF, EPS, JPEG and TIFF. We do not accept the following formats: Microsoft Word, Publisher, Powerpoint or Excel. If ads do not meet design standards, insertion order will be completely negated unless fixed before submission due date.

Color: Color advertisements should be sent in the CMYK color format.

Sizing Your Ad: Measure your advertisement by inches. See the size samples for our modular sizes.

Packaging Your Ad: Embed all fonts, save graphics at 300 dpi/ppi and send all pictures as either a TIFF or JPEG file.

We accept the PDF, JPEG, GIF and PNG file formats..

Design Advice

- Use a clean, simple and clear design.
- Include large graphics and as little text as possible.
- Make appropriate use of white space. White space is not wasted space.
- Select plain, clear fonts that are easy to read. Do not over-use bolding, italics or difficult-to-read fonts.
- Be sure you have a single message that is clear to the reader. Ask someone else to look at your ad quickly to see if they “get it.” Remember, you can’t be the judge, you already know the message!

Advertising Rates

Standard	Cost	
<i>Full:</i>	\$158.40	
<i>Half:</i>	\$116.80	
<i>Quarter:</i>	\$77.20	
Local		Counties
<i>Full:</i>	\$113.28	Waukesha
<i>Half:</i>	\$64.16	Milwaukee
<i>Quarter:</i>	\$35.84	Racine
Non-profit & Campus Org.	Student-Run	Non-Student
<i>Full:</i>	\$30.56	\$40.56
<i>Half:</i>	\$22.80	\$32.80
<i>Quarter:</i>	\$15.16	\$25.16

Placing an Ad

When you decide we are the publisher for your business, email npadvertising@gmail.com to receive an insertion order document and complete the confirm your ad! Please confirm with the Advertising Account Manager which pricing category your business is in to ensure accurate costs for media planning.

Billing

Invoices will be sent digitally on day of publication with proof of publication. Checks made payable to The New Perspective % Carroll University. Thank your for your business!

Contact

Advertising Account Manager
npadvertising@gmail.com

Mailing Address

The New Perspective c/o Carroll University
100 N. East Ave
Waukesha, WI 53186



www.thenewperspective.org

Policies

Advertising

In order to make advertising request official, accounts must submit an insertion order. By submitting an insertion order, accounts are affirming that their representative has read and accepts all information in this document.

Deadlines

Ad Submission: Designs must be submitted by stated deadlines above. Exceptions will be made for delayed submission if notice is given and approved by Account Manager.

Payment: 14 days after invoice. Any known delayed payments must be approved by the Account Manager.

Delinquent Payments

Any accounts with late payments unapproved by the Account Manager will be sent to a collection agency.

Any account with two or more sequential late payments must pay before publication when placing an insertion order.

Disclaimer

By issuance of this rate card, the publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be

published in The New Perspective, and by their tendering such insertion order the advertiser or agency shall indemnify and hold the publisher, its employees, agents, and its subcontractors free and harmless from any expenses, damages, and costs resulting in any way from the publisher's compliance with the insertion order (including, but not by way of limitation, from claims or libel, invasion of privacy, copyright infringement or otherwise).

Publisher reserves the right to reject any advertising that may negatively affect the credibility and integrity of the newspaper, be offensive to a significant number of readers served by The New Perspective or by community standards be considered offensive, or that might be in conflict with the mission of the university.

Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue for any reason. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, as its option, to publish the tendered advertising in the next available issue.