Advertising Rates
2018-19
The UA Audience

UA Student Media is the best and most efficient way to reach the University of Alabama audience. Our oldest medium, The Crimson White, has served the University campus since 1894. Student Media offers a varied number of unique advertising platforms to reach the wide array of people, students, faculty, and staff that frequent the campus. Reaching the audience that best suits your brand is simple, direct, and effective through our diverse channels.

38,563 Students
6,944 Faculty/Staff
45,507 Total Population

2015-16 ECONOMIC IMPACT
Total UA expenditures for the year was $1.484 billion and was comprised of UA spending $443.9 million on payroll and $505 million on purchases along with student spending of $534.9 million on off-campus housing, food, clothing, etc. It is estimated that 75 percent of payroll, 36 percent of purchases and all student expenditures were made in the Tuscaloosa Metro area for a total of $1.047 billion. Visitors to the University made a $196.6 million impact, $133.2 million from football attendance alone.

Total Economic Impact on Alabama:
$2.597 billion

Total Economic Impact on Tuscaloosa Metro:
$1.884 billion

Sources: The University of Alabama 2015-2016 Economic Impact from the Center for Business and Economic Research in the Culverhouse College of Commerce

Enrollment statistics Source: Fall 2017 Enrollment at A Glance from the Office of Institutional Research and Assessment
Specialized Print Ads

CLASSIFIED ADS
Small (1 col. x 3 col.) .................. $45
Large (2 col. x 3 col.) .................. $60
*Quantity Limited

8 DAY SPECIAL
$35 (small) and $50 (large) per ad for 8 consecutive papers

PUZZLES SPONSORSHIP
Sudoku ........................................ $50/day
Crossword .................................... $50/day
*8 day minimum

PET OF THE WEEK
This weekly feature showcases pets up for adoption in the Tuscaloosa/Northport area along with the sponsor’s ad.
1/8 page (H) ................................. $125

STICKY NOTES
Sticky Notes are applied to the front page of The Crimson White.
The standard size is 3” X 3”, but other sizes are available.
The rate is $200 per 1,000 for the standard size note. Price includes printing.
Only one sticky note per paper is allowed.

PRE-PRINTED INSERTS
Pre-printed inserts are free-standing inserts placed in The Crimson White.
PPI Rate ...................................... $50 per thousand
Quantity ...................................... 9,000
Max Size ...................................... 11.5” x 13”
Min Size ...................................... 8.5” x 11”
Min weight .................................... 60 lb paper

Ship pre-printed inserts to:
The Tuscaloosa News
315 28th Ave
Tuscaloosa, AL 35401

PRINT + INSERT
Includes the printing, delivery, and inserting of all pieces. An additional $5 per thousand will be added for folds and perforation.
The prices below include production and delivery to The Crimson White’s print vendor.
Quantity ...................................... 9,000
Print Rate ..................................... $80 per thousand
Insertion Rate ................................ $50 per thousand

2018-19 PUBLISHING SKED

AUG  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
SEPT  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
OCT  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
NOV  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
DEC  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
JAN  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
FEB  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
MAR  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
APR  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

THE CRIMSON WHITE • WVUA FM
ALICE • BAMA LIFE • CRIMSON RIDE • TTOWNLIVING • HR ADS

00 - CRIMSON WHITE  00 - ALICE
GREEN NEWSLETTER  YELLOW SPORTS EDITION
Sports/Special Editions

HORIZONS
- Mailed to the home of every new incoming student (approximately 8,000) in early August before they arrive on campus.
- Is a new student’s first introduction to campus life, university traditions and the Tuscaloosa area.
- The only way to reach every new incoming student before they get to campus.

GAMEDAY
- Distributed on the Thursday before all football games as a supplement to The Crimson White.
- Provides highlights, pregame analysis, player/coach profiles, and unique insight on the upcoming game.
- A must-read for students, faculty/staff, alumni and all Bama fans and is distributed to every campus RV park on gameday.

BID DAY
- A keepsake edition for every young woman going through Sorority recruitment at UA, as well as their friends and family members.
- Filled with photos that capture the entire recruitment process.

Circulation

• Newsstand locations

The Crimson White is published Mondays and Thursdays, and distributed to more than 100 newsstands, on and off campus, in Tuscaloosa and Northport.

Contact Information

Assistant Director, Advertising
Julie Salter
julie.salter@ua.edu
205 348-2456

Credit/Billing Manager
Amy Sullivan
ahsullivan1@ua.edu
205 348-8037

PO Box 870170
414 Campus Dr. East
Tuscaloosa, AL 35487
205 348-7257

HORIZONS RATES
Full page........................................$1,435.17
3/4 page ....................................$1,125.62
1/2 page (H & V) .......................$717.59
1/4 page ..................................$358.79
Strip ad (H) ......................$149.14
Strip ad (V) ......................$358.79

All rates include full color.
All national ads are billed at open rate.

PREMIUM POSITION RATES
Inside Front Cover........$1,650.00
Inside Back Cover.........$1,650.00
Back Cover......................$1,850.00

All rates include full color.
All premium positions are first come, first served.

CONTRACT RATES
Spend $2,500...................save 5%
Spend $5,000...................save 9%
Spend $7,500...................save 13%
Spend $10,000..............save 17%
Spend $12,500..............save 21%
Spend $15,000..............save 25%
Spend $17,500..............save 29%
Spend $20,000 + ........save 33%

Total spent based on dollars spent for all Student Media advertising types (discount not valid on Crimson Ride signs or Parent/Family ads).

Contracts run from the date of signature until May 1, 2019. All ad policies apply.

CAMPUS RATE
All legitimate University offices and departments and all registered student organizations receive a 15% discount off the open rate for all Student Media advertising types.
Digital Media

LEADERBOARD
$12 per 1,000 impressions
728 pixels x 90 pixels

MEDIUM RECTANGLE
$10 per 1,000 impressions
300 pixels x 250 pixels

MOBILE BANNERS
$12 per 1,000 impressions
320 pixels x 50 pixels

TWITTER
Sponsored tweets are available on @CWpromos and retweeted on @thecrimsonwhite with a total of more than 64,000 followers.

PRICING
3-5 tweets per month .......... $50 each
6-10 tweets per month ........... $45 each
More than 10 tweets per month . $40 each
Add an image ................. $25 per tweet

FACEBOOK
Sponsored posts on The CW Facebook account with more than 22,000 followers.

PRICING
$50 per post
$25 to boost ($50, $75, and $100 boost options)

INSTAGRAM
Sponsored post on The CW Instagram account with more than 1,500 followers.

PRICING
$50 per post
3 minimum

ALICE MAGAZINE
Sponsored post on the Alice Instagram account with more than 1,400 followers.

PRICING
$50 per post
3 minimum

FRIENDS2FOLLOW
Aggregate and publish your social media content on The Crimson White's main web page, thus expanding the reach and efficiency of your social media messages.

PRICING
$225 per month
<table>
<thead>
<tr>
<th>Newsletter Ads</th>
<th>Description</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhanced listing</strong></td>
<td>$100</td>
<td>20 word maximum, Listing appears in calendar format</td>
<td></td>
</tr>
<tr>
<td><strong>Event/activity</strong></td>
<td>$300</td>
<td>Image size 350 X 100 pixels, Linkable, Must advertise an event or activity</td>
<td>Maximum per day: 2</td>
</tr>
<tr>
<td><strong>Referral</strong></td>
<td>$50</td>
<td>Linkable business name</td>
<td></td>
</tr>
<tr>
<td><strong>Deal Of The Day</strong></td>
<td>$350</td>
<td>Image size 600 X 300 pixels, Linkable</td>
<td>Strict conditions apply</td>
</tr>
<tr>
<td><strong>Sponsored content</strong></td>
<td>$550</td>
<td>Linkable, 85 word maximum</td>
<td>Maximum per day: 2</td>
</tr>
<tr>
<td><strong>Strip</strong></td>
<td>$200</td>
<td>Image size 285 X 120 pixels, Linkable</td>
<td>Maximum per day: 2</td>
</tr>
<tr>
<td><strong>Impression spot</strong></td>
<td>$100</td>
<td>Image size 180 X 120 pixels, Linkable</td>
<td>Maximum per day: 3</td>
</tr>
</tbody>
</table>

Newsletter elements, layout and colors are subject to change from example shown.

AD DEADLINE is Thursday at 4 p.m. for the next Monday; Monday at 4 p.m. for the next Wednesday; and Wednesday at 4 p.m. for the next Friday. All ad spots are sold on a first come, first serve basis.

**Newsletters**

Student Media's ground-breaking newsletter, the Grit, which debuted last year, has evolved for the upcoming school year. The name has been changed to Bama Life and the frequency has been increased. It now goes out to all undergraduates three mornings a week: Monday, Wednesday and Friday.

The Monday morning newsletter is designed to give the readers a fresh start on the week. Wednesday’s hump day newsletter provides campus, local, and regional information in additional to lighthearted looks. The Friday newsletter focuses on the weekend’s outlook and activities, including UA sporting events.

In addition to Bama Life, advertising opportunities are also available in these campus e-mail newsletters produced by Student Media:

**CRIMSON CONNECTIONS**

This newsletter is produced for the UA Office of Parent and Family Programs and is sent monthly during the Fall and Spring semesters to approximately 40,000 parent and family subscribers. The average open rate is 38%.

Advertising opportunities include:
- Sponsored Content (2 max) ..........$650
  includes 250X180 logo image
- Strip (2 max) ..........................$250
- Product Placement (2 max) ............$150

**FYI FROM FYE**

This newsletter is produced for the Office of First Year Experience and Retention Initiatives and is sent monthly during the Fall and Spring semesters to all (approximately 8,500) freshmen students. The average open rate is 60%.

Advertising opportunities include:
- Strip (2 max) ..........................$150
- Product Placement (2 max) ............$75

Student Media
The Crimson Ride serves more than two million riders on its main routes and more than 200,000 on its 348-Ride and area express buses. In a recent survey, 90% of riders remembered the ads they were exposed to while riding.

**RAIL SIGN PRICING**

Pricing for all rail signs is composed of two separate charges: sign production/printing and the space cost and is priced per semester.

**Printing/Production/Installation (large bus)**
- 11” x 30” ........................................ $20 each
- 11” x 60” ........................................ $40 each
- 11” x 90” .......................................... $60 each

**Space Cost per Semester (large bus)**
- 22 buses ........................................ $1,320
- 44 buses ........................................ $2,320

**Printing/Production/Installation (cutaway bus)**
- 9.5” x 30” ...................................... $20 each

**Space Cost per Semester (cutaway bus)**
- 7 buses ......................................... $600

**HANDLE SIGN PRICING**

Pricing for all handle signs includes sign production/printing and the space cost and is priced per month.

**Amount Printing/Installation & Space Cost**
- 50 handles ...................................... $300
- 100 handles .................................... $500
- 150 handles ................................... $750
- 200 handles ................................... $900

**BUS SPECS**

Large buses used for routes and charters: 44 Ads should be 11” high, but message/type cannot continue to within 3/4” of edge of sign.

Cutaway buses used for 348-RIDE, local and express uses: 7 Ads should be 9 1/2” high, but message/type cannot continue to within 1/2” of sign edge.

Handles are used on all buses. Handle image size is 5” X 2.75”. The image may bleed on all sides.

All rail signs are priced per semester. Prices can be prorated by week after the beginning of the semester.

Allow up to 7 days after receipt of artwork/copy for production/proofing of the signs. Allow up to 14 business days from the final proof for production and installation of signs.

All rail and handle signs are placed randomly on buses. Placement on specific buses or routes cannot be accommodated.

**WVUA FM**

**SPONSORSHIP RATES**

Spot Packages:
- 25–75 Spots ........................................... $5/Spot
- 76–200 Spots ......................................... $4.50/Spot
- 201–500 .............................................. $4/Spot

Semester Package:
- 500 Spot Package ............................... $1,500

25 spot minimum per recorded announcement

**Specialty Show Rates**

2 Mentions/show ............................ $750/Semester

includes tagline at end of show promo

- All spots are :30 seconds & rates include audio production
- On-air grant announcements may contain these elements:
  - Name
  - Address, telephone number and/or website
  - Days and hours of operation
  - Social media
  - Brand or trade name of the product/service
  - Value-neutral descriptions of products/services
  - Visual descriptions of specific products
  - Product origin
  - Form of delivery or method of preparation
  - Non-promotional slogan

They may not mention prices, special offers, sales, comparisons or qualitative statements about businesses, products or services.

- WVUA will attempt to air acknowledgements during desired time periods whenever possible, but FCC regulations prevent the station from changing, disrupting or interrupting regularly scheduled programming for acknowledgements.

**COVERAGE MAP**

WVUA 90.7 FM

**THE CRIMSON WHITE | WVUA FM | ALICE | BAMA LIFE | CRIMSON RIDE | TTOWNLIVING | HR ADS**
Alice is an edgy, urban young women's magazine that offers advice, inspiration and ideas for their collegiate experience. Alice is for women who radiate confidence and anticipate adventures yet to come, those who strive to be the best they can be. Alice is published three times per year: fall/winter, spring, and summer.

**UA AUDIENCE SNAPSHOT**
21,693 Females (56% of UA student population)
84.3% are under age 25
43% from Alabama, 55% from out-of-state
84% White, 12% Black/African American, 5% Hispanic
Financial Impact of UA Females: $447.80 million annually

**AD RATES**
Cover (back) ......................... $1,750
Cover (inside front) ................. $1,500
Cover (inside back) ................. $1,500
Full page ................................ $1,250
Half page ................................ $750
1/4 page ................................ $400

**AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>AD</th>
<th>SIZE</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover (all)</td>
<td>8.5 X 11 ....... 9 X 11</td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>8.5 X 10.5 ...... 9 X 11</td>
<td></td>
</tr>
<tr>
<td>Half page (H)</td>
<td>7.5 X 4.5 ...... n/a</td>
<td></td>
</tr>
<tr>
<td>Half page (V)</td>
<td>3.75 X 9 ...... n/a</td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.75 X 4.5 ...... n/a</td>
<td></td>
</tr>
</tbody>
</table>

**PUBLISHING SCHEDULE**
Issue Date Deadline
Vol 4, No 1 ...... Oct. 26 ...... Oct. 5
Vol 4, No 2 ...... Mar. 18 ...... Feb. 22

Alice is now available in Books-A-Million stores in seven states: Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, and Mississippi.
Ad Submission Specifications

PRINT SUBMISSIONS
Camera-ready ads are any ads designed and created by the advertiser and sent to our creative services department, finished and ready to be placed in the paper. A finished ad is a PDF in the correct size, resolution (300 dpi), and color (CMYK), with any supporting documents included, fonts embedded, and images in high resolution. TIFF or EPS files may also be submitted, but are not as effective as PDF files. Files from Microsoft Publisher, PowerPoint or Word cannot be accepted. Ads submitted electronically and not built to the correct size will be re-sized to look as close to the original as possible.

MATERIAL REPRODUCTION
Color and grayscale images should be saved at a minimum of 200 d.p.i. Line art images should be saved at a minimum of 300 d.p.i.

ELECTRONIC MEDIA
Electronic files in PDF format are preferred. The Crimson White accepts files from Adobe InDesign, Illustrator, Photoshop, and Acrobat. For best compatibility, Mac files are preferred. Electronic files may be sent as an email attachment to creativeservices@cw.ua.edu. The Crimson White also accepts electronic files on CD or thumb drives. Include all support files such as artwork, fonts, photos, logos or other images. Questions concerning electronic delivery and compatibility issues can be directed to (205) 348-2456.

PDFS
PDFs should be produced using Acrobat Distiller. Preferred Acrobat Distiller settings are available upon request. All colors must be converted to CMYK or to grayscale (for b/w ads) before PDFs are created. All fonts must be embedded. Digital files created with PDF Writer or other short-cut applications are not acceptable.

FONTS
The Crimson White uses strictly Adobe PostScript and OpenType fonts. Other types of fonts, including TrueType, Correct output of outline or third party cannot be guaranteed. All fonts must be embedded when sending electronic files in PDF or their native format. If there is a concern about a font, submit the font with the ad. All fonts must be Mac format. Questions concerning compatibility issues can be directed to (205) 348-2456.

COLOR
All ads using color must be in CMYK format. All photos and graphics must be converted from RGB to CMYK. It is best that all type not in color be designed in black only and not CMYK.

IN-HOUSE DESIGN SPECIFICATIONS
To ensure your ultimate satisfaction with ads built by The Crimson White creative staff, please include any high-resolution logos at 300 dpi or as .eps files. Please make sure that all picture or graphic files are in CMYK format and are submitted at least as large as the image to be reproduced in your ad.

If you have any questions on how to make your document camera-ready, please feel free to contact our creative services department by email or phone to creativemanager@cw.ua.edu or 205-348-7257.

DIGITAL SUBMISSIONS
Digital ads should be submitted as PNG files saved as the exact size and at 72 d.p.i. If the ad is to be linked, provide an exact URL of the page to which it is to be linked. Ads not built to the correct size will be re-sized to look as close to the original as possible. All files should be saved in RGB format.

AUDIO SUBMISSIONS
The preferred audio file format for grant announcements is WAV (44100 Sample Rate, Stereo, 32 bits). WVUA-FM also accepts FLAC (44100 Sample Rate, Stereo, 32 bits) or ALAC (Apple Lossless). These raw or lossless compressed files must not have been converted from MP3, AAC, OGG, WMA or any other lossy compressed audio file formats.

PLACEMENT & DELIVERY
Ads submitted electronically are preferred. Ads may be emailed or supplied on USB Flash drive or CD. When submitting files by email, it is advisable to compress all files into a single ZIP file. An ad can also be downloaded from an FTP site or from a Dropbox or Box folder.

To submit an ad by email, send it to creativeservices@cw.ua.edu. Make sure the email includes your name and phone number, a description of what you are submitting and the size/type of the ad submitted. Send the ad as an attachment. If the file is too large to send via email, call 205 348-2456 for alternate delivery instructions.

To submit an ad by mail, send it to:
The Crimson White
Box 870170
Tuscaloosa, AL  35487

To submit an ad in person, come to The Crimson White office at 414 Campus Drive East. To get driving directions, call 205 348-7257.

To ask a question about placing an ad, call 205 348-7257.

To fax us an insertion order or rough layout (no finished ads), send it to 205 348-8036.
GENERAL ADVERTISING AND BILLINGPOLICIES

Advertiser agrees that in consideration of:

A. The placement of advertising in The Crimson White, WVUA FM, Alice, Bama Life and all other products and services of UA Student Media;

B. Services rendered by Student Media personnel in processing and incorporating advertising in specified products and services; and

C. Student Media publishing and/or distributing the product or service containing the advertising copy;

Advertiser does hereby agree to purchase advertising space in The Crimson White, WVUA FM, Alice, Bama Life and all other products and services of UA Student Media in the amount and space listed on the ad insertion agreement. Advertiser agrees to remit the rate listed on the agreement and further agrees to pay for such placement, services, and distribution at the said rate, according to terms stated below.

1. Student Media reserves the right to reject any copy at its sole discretion, and is understood that publication is contingent upon the requisite space being available. No requested position is guaranteed, although requests will be considered when possible.

2. All advertising is payable in advance unless the advertiser has first established credit with The Crimson White. New accounts desiring credit must submit a credit application and have it approved by the Credit/Billing Manager before credit can be extended.

3. Advertisers with approved credit will receive statements monthly for all advertising. Invoices are available upon request.

4. Advertiser agrees that all bills are due and payable (net) within thirty (30) days. A finance charge of one and one-half (1.5%) percent (18% per annum) will be assessed on bills more than thirty (30) days past due. Advertiser further agrees to pay reasonable collection and attorney’s fees, in addition to the balance due if it becomes necessary to place for collection and bill incurred under this Agreement.

5. If payment is not made in accordance with the above specified terms, Student Media reserves the right to refuse to run further advertising, and all bills shall immediately become due and payable.

6. The Student Media Credit/Billing Manager reserves the right to request full or partial payment in advance or to cancel credit services at any time on any account.

7. Student Media is not liable for slight changes or typographical errors that do not change the intent of the advertisement. Student Media will not consider adjustment of payments for any errors that do not change the intent of the advertisement. Student Media’s liability for any error is limited to one make-good ad of the same type, style and size. Student Media will be responsible only for the first run of an ad that contains an error. It is the advertiser’s responsibility to notify Student Media of the error before the ad is run a second time.

8. Student Media will make all reasonable efforts to see that advertising is published as accepted. However, Student Media and any of its products or services will not be liable for any consequential damages resulting from failure to do so. The liability of Student Media and any of its products and services for failure to publish advertising as specified shall be limited to publishing advertisement in a subsequent issue at the agreed upon rate.

9. Student Media reserves the right to insert above any copy the word “Advertisement” and to border any advertisement.

10. Advertiser assumes full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of all advertisements printed pursuant to this agreement, and shall indemnify and save Student Media and all of its products and services and the Board of Trustees of the University of Alabama, a corporation, harmless against any demands, claims or liability. Advertisers shall reimburse Student Media for any amount paid by Student Media in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy together with all expenses in connection therewith, including, but not limited to, attorney’s fees and cost of litigation.

11. All terms, conditions, and rates contained in the Student Media products and service’s rate sheets in effect at the time of publication are incorporated reference and hereby made a part of this Agreement.

12. Student Media reserves the right to revise its advertising rates, including discount rates and contract terms, at any time with thirty (30) days written notice. An Annual Agreement Advisor may terminate Agreement without penalty if Advertiser elects not to accept such revision of rates stipulated by Student Media. To exercise this option, the Advertiser must notify the Assistant Director, Advertising, in writing, prior to the effective date of the increase.

13. An advertising contract become effective on the date it is signed and is not retroactive to any date prior to signing. At any time during the term of an advertising contract or agreement, or if Advertiser does not meet the agreed upon amount of advertising, the rate will be adjusted accordingly to reflect the annual amount of advertising earned. Advertiser has the option to forgo the rerate and renegotiate the Agreement for an applicable lower rate which shall give Advertiser credit for the volume of advertising already run, and the new rate shall be applicable for all subsequent advertising.

14. This writing contains the entire agreement between the parties. No agreements, conditions, representations, of modifications verbal or otherwise, have been made that are not contained in this Agreement.

15. The representative of advertiser whose name is signed on an insertion order represents and acknowledges that he/she has full authority to do so and hereby assumes personal responsibility for the payment of all sums due hereunder.

16. Advertiser and the representative whose name is signed to the Insertion Order each agree that the venue for any suit to collect and amounts owed to Student Media and its products and services shall be the courts of Tuscaloosa, Alabama and each agrees to be subject to the jurisdiction thereof.

17. All advertiser’s orders are subject to the terms and provisions of the current rate card. Orders not reflecting the current rate cards and provisions will be adjusted to the terms and provisions of the rate card.

18. All advertising rates are net (non-commissionable).