

# NEWSPAPER ADVERTISING



Texan News Service is a student-run news organization from Tarleton's Department of Communication Studies. The Texan News newspaper:

- publishes both campus and community news for the Cross Timbers audience,
- distributes over the entire Tarleton campus, as well as in businesses across Stephenville,
- recognizes the digital nature of news in 2015 by publishing the newspaper online to reach a greater audience, and
- upholds journalistic standards and integrity and the TNS motto of "quality student journalism."

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I agree to the Texan News Services advertising policies, guidelines and agreements.

Signature \_\_\_\_\_

Date \_\_\_\_\_

<table border="1"> <tr> <td style="width: 50%; text-align: center;">5.75 inches</td> <td style="width: 50%; text-align: center;">5.75 inches</td> </tr> <tr> <td style="width: 50%; text-align: center;">5 inches</td> <td style="width: 50%; text-align: center;">1/4 page</td> </tr> <tr> <td style="width: 50%; text-align: center;">1/8 page</td> <td style="width: 50%; text-align: center;">\$75</td> </tr> <tr> <td style="width: 50%; text-align: center;">\$50</td> <td style="width: 50%;"></td> </tr> </table>	5.75 inches	5.75 inches	5 inches	1/4 page	1/8 page	\$75	\$50		
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<table border="1"> <tr> <td style="width: 50%; text-align: center;">3.5 inches</td> <td style="width: 50%;"></td> </tr> <tr> <td style="width: 50%; text-align: center;">2 inches</td> <td style="width: 50%; text-align: center;">Business Card</td> </tr> <tr> <td style="width: 50%; text-align: center;">\$30</td> <td style="width: 50%;"></td> </tr> </table>	3.5 inches		2 inches	Business Card	\$30		9.5 inches		
3.5 inches									
2 inches	Business Card								
\$30									
11.625 inches									
9.5 inches	1/2 page								
	\$125								
Front page banner	\$60 for half \$120 for whole								

21 inches

# Payment Agreements

- All advertisements will be billed on the print date and must be paid upon receipt of invoice.
- All checks should be made out to TSU Texan News or TSU Cross Timbers Trails.
- Cash payment will not be accepted under any circumstances . All payments must be in check form.
- Advertisement for the newspaper or the magazine will be billed per issue.
- There will be a 25% design fee for any advertisement that is not camera ready. To have an advertisement designed, Texan News Service will need all the necessary graphics, pictures, information, etc at least five business days prior to the publication date.
- If advertisers choose to advertise in more than one product, there will be a 10% discount for two ads, 15% for three ads, and 20% for four ads.

# Policies

- The Texan News Service cannot guarantee the color quality of any ad printed in the newspaper or magazine.
- TNS reserves the right to deny any ad that will affect the integrity or credibility of its publications (please see our advertising guidelines).
- If there is an error in a print ad designed by TNS that was not approved by the advertiser, liability is limited to the amount paid for the ad.
- TNS is not responsible for any errors in an ad that have been approved by the advertiser or are submitted camera ready.
- TNS reserves the right to change pricing of our advertisements. Agreements made prior to pricing changes will be honored.

# Advertising Guidelines

## Alcohol advertising

- No alcohol advertising. Advertising restaurants or other venues that serve alcohol is not acceptable. (i.e. City Limits, is acceptable, as long as the alcoholic products are not inherently advertised either visually or textually)

## Tobacco advertising

- No tobacco advertising . This includes e-cigarettes and all related products. Advertising stores or other locations that sell tobacco is acceptable , as long as tobacco products are not inherently advertised either visually or textually.

## Tattoo advertising

- Acceptable as long as the service is presented in a professional manner. (i.e. no pictures of bare backs, thighs, or other provocative images)

## Homework services

- Not acceptable. This includes advertising for services to write papers, do students' homework, etc.

## Gambling, others

- No advertising of illegal activity whatsoever.