
THE TECH TALK

The student voice of Louisiana Tech University

146 Keeny Hall • P. O. Box 10258 • Ruston, LA 71272
(318) 257-4558 (fax) • (318) 257-4949 (placement) • (318) 257-4427 (billing)
E-mail: blick@latech.edu (placement) • marymay@latech.edu (content)
Effective for issues published after September 1, 2006

2006-2007 Advertising Rates and Data

Personnel

Mary Nash, Advertising Manager
Dr. Eddie Blick, Advertising Adviser

National Representatives

Campus Media Group, Inc.
Box 141019
Minneapolis, MN 55414
(651) 641-0133

360 Youth
151 W. 26th St., 9th Floor
New York, NY 10001
(212) 401-0070

Commission & Terms of Payment

Charges/Discounts

The Tech Talk accepts American Express, Discover, MasterCard and Visa credit cards as payment for ads. In accordance with Louisiana Tech University and State of Louisiana policies, a 2% surcharge will be added to all payments made by credit card.

Discounts are available as follows:

- A 2% discount when payment is made at the time an order is placed for an ad.
- A 15% discount when an advertiser places a single order for an ad to appear in

every issue of a quarter.

•A 10% discount when an advertiser places a single order for an ad to appear in three or more issues in one calendar month. This discount is not available for calendar months in which fewer than three issues are published.

•In months with fewer than three issues, The Tech Talk will offer a discount to match any discount the client advertises for Louisiana Tech University students in its ad.

R.O.P. Rates and Rate Policy

Local Advertising

\$5.00 per column inch

Full page\$637.50

Half page.....318.75

Quarter page.....159.38

A service charge of 1 1/2% per month (18% annual finance charge) is charged on all accounts 30 days past due.

National Advertising

\$13.73 per column inch

Rate Requirements/Retail Advertising

An advertiser is entitled to the retail display advertising rate when selling exclusively and directly to the public through one or more retail stores owned entirely by the advertiser within the state of Louisiana.

To qualify for a retail rate, an association must:

- Be a bonafide retail association buying and selling as a group and not conceived for the sole purpose of advertising.

- Sell the same category of merchandise through one or more retail outlets directly to the public.

- Offer, in common, all merchandise depicted in the advertisement.

- Have one or more retail outlets within the state of Louisiana.

- Advertise under the association's logo-type.

- Agree to accept all billing.

Preprint Rate and Policy

The Tech Talk does not accept inserts.

Group Combination Rates

Not applicable.

Color Rates (Net)

One color.....	\$55
Two colors	120
Process color	190

Process Separations

Price on request.

Special R.O.P. Units

Standard Advertising Units

Retail and classified advertising accepted in Standard Advertising Units. A.N.P.A. sizes 1-25 available.

Split Run

Not applicable.

Production Information

- The Tech Talk accepts ads submitted electronically in either JPEG (.jpg) or Adobe Acrobat (.pdf) format. Submission in any other format is done at the advertiser's risk.

Ads submitted electronically should be via e-mail as attachments to *blick@latech.edu* AND to *marymay@latech.edu*.

- Camera-ready ads must be of a quality acceptable to the advertising and production staff.

Special Days/Pages/Features

Not applicable.

R.O.P. Depth Requirements

See "Mechanical Measurements."

Contract and Copy Regulations

The Tech Talk has no contract rates.

Copy Regulations

- All advertising is subject to approval by the Advertising Manager.

- Alcoholic beverage advertisements are accepted.

- The word "Advertisement" must be printed across the top of any advertisement resembling editorial or news matter.

- The Tech Talk reserves the right to revise or reject, at our discretion, any advertisement which we deem objectionable, whether for subject matter, graphics, phraseology or setup.

- Price comparison advertising that mentions by name a specific store is subject to prior approval by the Advertising Manager.

- All copy is subject to approval by the Advertising Manager.

Author's Alterations

Changes from original copy will be made only when time permits and charged at the rate of \$7.25 a quarter hour plus a \$5 flat charge. These charges will only go into effect after a normal time based on ad size.

Errors

- Allowances for errors are given as monetary credit or reruns.

- The amount of allowance is based on the impact of the error as it affects the entire advertisement.

- Telephone or verbal instructions will not be considered as a basis for adjustment unless these instructions are confirmed in writing by the advertiser before insertion.

- No allowances will be given for the omission of a complete advertisement. The Tech Talk assumes no liability for such an omission.

- No allowance will be given if position

requests cannot be honored.

Closing Times

Any material received after deadline has no guarantee of publication. Final ad deadline is 3 p.m. on the Monday prior to Thursday publication. Final cancellation deadline is 3 p.m. on Monday prior to Thursday publication.

Mechanical Requirements

•The Tech Talk is printed using the offset

SAU (Standard Advertising Unit) Ad Sizes and Prices	
1x1	\$5.00
1x1.5	7.50
1x2	10.00
1x3	15.00
1x3.5	17.50
1x5.25	26.25
1x7	35.00
1x10.5	52.50
1x10.625	53.13
1x13	65.00
1x14	70.00
1x15.75	78.75
1x18	90.00
1x21.25	106.25
2x2	20.00
2x3	30.00
2x3.5	35.00
2x5.25	52.50
2x7	70.00
2x10.5	105.00
2x10.625	106.25
2x13	130.00
2x14	140.00
2x15.75	157.50
2x18	180.00
2x21.25	212.50
3x5.25	78.75
3x7	105.00
3x10.5	157.50
3x10.625	159.38
3x13	195.00
3x14	210.00
3x15.75	236.25
3x18	270.00
3x21.25	318.75
4x5.25	105.00
4x7	140.00
4x10.5	210.00
4x10.625	212.50
4x13	260.00
4x14	280.00
4x15.75	315.00
4x18	360.00
4x21.25	425.00
5x7	175.00
5x10.5	262.50
5x10.625	265.63
5x13	325.00
5x14	350.00
5x15.75	393.75
5x18	450.00
5x21.25	531.25
6x7	210.00
6x10.5	315.00
6x10.625	318.75
6x13	390.00
6x14	420.00
6x15.75	472.50
6x18	540.00
6x21.25	637.50

method. Material submitted for reproduction must be camera-ready artwork or reproduction proofs with 85 line screen photographic units.

•Display advertising pages are 6 columns by 21.25 inches deep, 127.5 inches to a page. Any ad exceeding 18 inches in depth is charged at full depth.

•Standard widths are:

Columns	Inches
1.....	2 1/16 (2.0625)
2.....	4 1/4 (4.25)
3.....	6 7/16 (6.4375)
4.....	8 5/8 (8.625)
5.....	10 13/16 (10.8125)
6.....	13

Columns are 2 1/6" wide with 1/8" between columns.

Special Classification Rates

Not applicable.

Classified Rates

Not applicable.

Comics

Not applicable.

Magazines

Not applicable.

Circulation

The Market

Louisiana Tech University is located in Ruston, in Lincoln Parish in North Louisiana. Ruston is a town of more than 20,000 people, and Louisiana Tech has an enrollment of approximately 11,000. Located on I-20, Ruston has easy access to Shreveport, Louisiana, one hour west, and Monroe, Louisiana, 30 minutes east.

Marketing research studies of The Tech Talk conducted by the College of Administration and Business have shown The Tech Talk with a readership well into the 90 percent range over the years.

2006-2007 Publication Schedule

SEPTEMBER 2006

S	M	T	W	T	F	S
					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 2006

S	M	T	W	T	F	S
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					

NOVEMBER 2006

S	M	T	W	T	F	S
			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 2006

S	M	T	W	T	F	S
					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 2007

S	M	T	W	T	F	S
	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 2007

S	M	T	W	T	F	S
				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 2007

S	M	T	W	T	F	S
				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 2007

S	M	T	W	T	F	S
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					

MAY 2007

S	M	T	W	T	F	S
		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		

* Friday publication because of MLK holiday
 No issue the week of April 12 because of Easter holiday

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Non-Profit Organization
 BULK RATE
 U. S. Postage Paid
PERMIT NO. 104
 Ruston, LA 71272