

# NT 2013-14

## Advertising Rate Card



The monthly newspaper for University of Nebraska-Lincoln employees

# Today@UNL

UNL's daily e-newsletter for employees

The Scarlet and Today@UNL are published by the Office of University Communications at the University of Nebraska-Lincoln.

These two publications are the most efficient avenues media advertisers can use to directly target employees at UNL.

The Scarlet and Today@UNL are distributed to more than 7,700 university employees, emeriti faculty, retired staff and friends of the university.

### Contact us

To reserve ad space or for more information about advertising, editorial content and Scarlet/Today@UNL policies, contact:

**Troy Fedderson**  
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Lincoln, NE 68588-0424

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*The University of Nebraska-Lincoln does not discriminate based on gender, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.*

The Scarlet is the award-winning newspaper for faculty and staff at the University of Nebraska-Lincoln. The publication is a tabloid-sized newspaper distributed monthly.

The Scarlet offers a full-slate of newspaper advertising options, including display ads, inserts and classified advertising.

Space reservations for ad placements in the Scarlet must be placed by noon, one week prior to the publication date. Camera-ready ads must be received by 4 p.m. the Friday before publication.

Camera ready ads are preferred. The cost for advertisement design by Scarlet staff is \$35 per hour.

Finished ads should be emailed to [tfedderson2@unl.edu](mailto:tfedderson2@unl.edu). The preferred format is PDF. Please include contact information with all ad submissions.

For more information on contacting Scarlet staff, see the box at left.

View the most recent edition of the Scarlet online at <http://scarlet.unl.edu>.

### Publication schedule (Aug. 2013 to July 2014)

Aug. 29	Dec. 19	April 24
Sept. 26	Jan. 30	May 22
Oct. 31	Feb. 27	June 26
Nov. 21	March 27	July 31

**Paper size:** 5 columns (10 inches) by 22 inches

**Column widths:** 1 column is 1.933 inches  
2 columns is 4 inches  
3 columns is 6.1 inches  
4 columns is 8.166 inches  
5 columns is 10.25 inches

**Display ad rates:** \$11 per column inch (non-UNL affiliates)  
\$10 per column inch (UNL affiliates)

**Discounts:** 10 percent discount for the repeat of an ad in the same semester

**Color:** Process color available for a flat rate of \$200 per ad. Color ads may be placed on the back page for no additional fee (depending on weekly content)

**Inserts:** Available upon request

**Classifieds:** \$10 for 30 words or less

Today@UNL is an electronic newsletter distributed to more than 7,700 faculty and staff at the University of Nebraska-Lincoln.

The e-newsletter publishes Monday through Friday in the fall and spring semesters, and twice a week during the summer term. Today@UNL does not publish when university offices are shut-down.

Space reservations for ads must be placed by noon, three days before desired publication. Finished ads should be submitted by noon the day before publication. The preferred format is PDF. Please include all contact information with submitted ads.

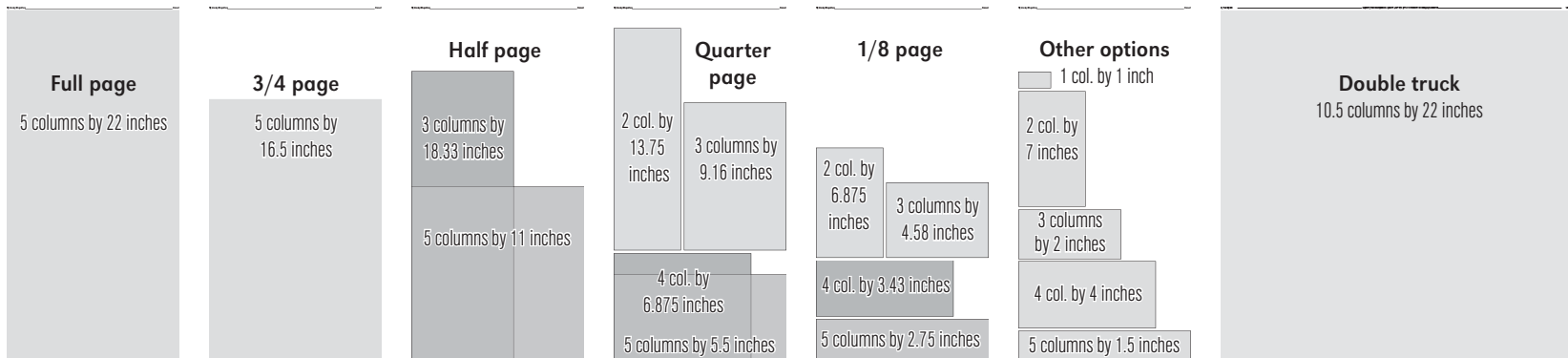
Ads in Today@UNL are linked to a website of your choosing. Space in each edition of Today@UNL is limited to two one-column ads or one two-column ad.

### Today@UNL advertising options

**1 column:** 253 pixels by 96 pixels, \$50  
**2 column:** 536 pixels by 96 pixels, \$100

View the most recent edition of Today@UNL online at <http://go.unl.edu/todayatunl>

### Scarlet display advertising options



## Award winning publication

The Scarlet is an award winning news publication that connects advertisers directly to UNL faculty and staff. Recent awards include:

- **2011 Bronze Award for Excellence in Communications – Periodicals** (Internal Audience Tabloid/Newsletter) *CASE District VI*
- **2009 Bronze Award for Excellence in Communications – Periodicals** (Internal Audience Tabloid/Newsletter) *CASE District VI*
- **2008 Gold Award for Excellence in Communications – Periodicals** (Internal Audience Tabloid/Newsletter) *CASE District VI*
- **2008 Bronze Award for Excellence in Photography** (News/Editorial or Feature Photography) *CASE District VI*
- **2006 Gold Award for Excellence in Communications – Periodicals** (Internal Audience Tabloid/Newsletter) *CASE District VI*

## Advertising policies

Paid advertising in the Scarlet and Today@UNL will be handled based on these guidelines:

### General Guidelines:

1. Certain types of advertising will not be accepted, including but not limited to ads about:
  - tobacco products,
  - alcoholic beverages;
  - family-planning products, services, businesses or related events;
  - adult-entertainment options,
  - political advertising of any kind, including ads for political candidates, referendums or issues, or political viewpoints. Exceptions may be granted to university-sponsored events.
  - or any other products or services deemed unsuitable by the editor, University Communications and/or the Office of the Chancellor.

Ads for bars and similar establishments will be accepted if the ads focus on the food or entertainment aspect of the business and not on alcoholic drinks, specials, etc.

2. Emphasis will be placed on messages for products or services that have relevance to the primary audience of the Scarlet and Today@UNL: the faculty and staff of UNL.

3. Positioning of ads cannot be guaranteed. Ads will be positioned at the discretion of the editor unless otherwise specified and acknowledged in writing by the editor. No advertising will be displayed upside down, sideways or in any manner not consistent with traditional newspaper display. No display advertising will be placed on page 1.

4. Any ads for UNL entities featuring logos of UNL must meet the logo standards set by the chancellor.

5. Any ads for manufactured products using the registered name, mark or symbols of UNL must be licensed with the university.

6. The editor reserves the right to refuse any artwork or copy deemed unsuitable for publication.

7. The editor reserves the right to limit the number of column inches sold for advertising.

### Billing and payment:

1. Internal UNL clients will be billed for advertising through cost centers.
2. External advertisers must prepay by cash or check but credit may be arranged.

### Exclusivity contracts:

The University of Nebraska-Lincoln has exclusivity contracts with certain businesses, and ads will not be accepted that conflict with these exclusive contracts. Ads will not be accepted for businesses or promotions that compete with UNL's contracts for:

- soft drinks
- sports drinks
- photocopy machine sales
- bookstores

### Insurance, travel and credit/debit card ads:

Because of postal regulations, advertising for insurance, travel and credit or debit cards will be subject to a charge in addition to the standard ad rate to pay for the difference in postage cost. Please consult the editor for more information.

### Errors/Omissions:

1. Clients that create their own ads assume full responsibility and liability for all content printed in their paid space and also assume all liability for any claims arising from these ads. University Communications will not knowingly publish any advertising that is in violation of the law.

2. Advertisers will be able to view a proof of their ads before publication and are expected to check ads for typographical and other similar errors. University Communications staff is not liable for errors made that were not corrected by the client on the proof. University Communications is not responsible for incorrect copy submitted by the advertiser.

3. Advertisers must report any errors in ads in the Scarlet and Today@UNL to the editor within one week of publication.

### Deadlines:

1. Space reservations for advertising in the Scarlet must be placed one week before publication (noon Thursday). Space reservations for Today@UNL must be placed three days before desired publication.

2. Camera-ready ads for the Scarlet must be received by 5 p.m. the Friday before the publication date. Finished ads for Today@UNL must be submitted by noon the day before publication. Ads that are not received by that deadline may or may not be accepted; the editor reserves the right to cancel any ad not received by the deadline. Any ad that arrives after the deadline and is still accepted will be subject to a 15 percent late fee. Proofs may not be available on late ads.

