

DISPLAY DEADLINES

Space reservation Monday, 5 p.m.
 Copy to be set Tuesday, noon
 Camera-ready copy Tuesday, noon
 Photos and line art..... Tuesday, noon
 Color notification Monday, 5 p.m.
 Double truck notification prior Friday, noon
 Online AD reservation Thursday, 5 p.m.

Advertisers failing to meet display deadlines are subject to a \$15.00 fee for each missed deadline.

Classified Deadlines

Copy Monday, 5 p.m.

Classified Rates

1 run \$10 3 runs \$25

The above rates apply to ads of 25 words or less; there is an additional charge of 20 cents per additional word. The *Old Gold & Black* does not offer display classified ads.

ALL CLASSIFIED ADS MUST BE PREPAID

PUBLICATION SCHEDULE 2009-'10

Fall Semester

August 20	August 27	September 3
September 10	September 17	September 24
October 1	October 8	October 15
October 22	October 29	November 5
November 12	November 19	December 3

Spring Semester

January 14	January 21	January 28
February 4	February 11	February 18
February 25	March 4	March 18
March 25	April 1	April 8
April 15	April 22	April 29

Special Issues

August 20 – Orientation
 August 27 – Welcome Back
 October 8 – Homecoming
 October 29 – Family Weekend

The *Old Gold & Black* reserves the right to refuse any advertisement based upon the guidelines set forth in our Advertising Policies. If you would like a copy of these policies, please email us at business@ogb.wfu.edu. Include your name, phone number and e-mail address.

OGB ONLINE ADVERTISING

Advertising online with the *Old Gold & Black* is an inexpensive and effective way to reach the Wake Forest community and promote your business. Our web site averages over 15,000 unique visits and over 60,000 page views per month.

Ad Sizes Ad Type Price (week)

120 x 90 IMU	Button	\$10.00
120 x 240 IMU	Vertical Banner	\$15.00
120 x 600 IMU	Skyscraper	\$30.00

30 char. title	Text Link	\$10.00
160 char. msg		

TBD	Front Page	\$75.00
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Sizes are in accordance with IAB standards (see http://www.iab.net/Ad_Unit). Text link ads are similar to Google AdWords.

All images must be JPEG or GIF format, no larger than 20K in file size and contain no animation. Ad creation services are available upon request.

In order to ensure a minimum of 1,000 impressions per week a limited number of ads (10) will be accepted per week. Advertisers wishing to receive a higher number of impressions can buy an additional block of space at negotiated rates.

The weekly period will run from Monday-Monday and all online advertising **must be prepaid**. The deadline for submitting ads is Thursday.

OGB ONLINE JOB BOARD

Powered by Personforce, www.oldgoldandblack.com now hosts a job board where employers can reach students, alumni, and the entire Wake Forest community with information regarding job opportunities. Rates are as follows:

Individual Job Post	\$200 (1 month listing)
Unlimited Job Posts	\$500 (1 month listing)
Site Sponsorship (Logo	\$1500 (1 year sponsor)
Display + Unlimited Listings)	

Visit our web site or contact the business office for more information.



Advertising Rates and Policies

Effective August 2009

Circulation: 5,000

Published Every Thursday When the University is in Session

Business Manager:
Tyler Kellner

Sales Representatives:
Stephen Shepherd
Chris McKeown

Distribution/Invoices:
Jake Gelbort

518 Benson University Center
Wake Forest University
P.O. Box 7569

Winston-Salem, N.C. 27106

Phone: (336) 758-5279

Fax: (336) 758-4561

E-mail: business@ogb.wfu.edu

Internet: oldgoldandblack.com

Old Gold & Black

THE OLD GOLD & BLACK AND YOU

Will the *Old Gold & Black* reach your market? You bet! A perennial bargain in print advertising, the *Old Gold & Black* is the primary news and information source for over 6,400 students at the undergraduate school, School of Law, Babcock School of Management, Wake Forest University Baptist Medical Center and graduate schools. The University is also the largest employer in Winston-Salem, with over 11,000 employees.

The *Old Gold & Black* doesn't just "cover the campus like the magnolias," however. We have over 200 subscribers around the world and everyone can also follow the news from our award winning Web site, at <http://oldgoldandblack.com>. We just recently launched online advertising which means there are now even more ways for you to reach potential affluent patrons, without breaking the bank.

And you can be sure your advertisement will be seen. The *Old Gold & Black*, winner of the 2001 Pacemaker Award and 3rd place recipient of the 2008 ACP award, is full of hard-hitting news, pertinent information, light features and insightful and controversial editorials and columns. From the classroom to the boardroom to the stage to the playing field, we cover it all.

DISPLAY EARNED RATES

The *Old Gold & Black* sets advertising charges based on a sliding-rate schedule. Discounts are related to advertising space purchased during a semester. **National advertisers are not eligible for volume-based discounts.**

<u>Discount</u>		
	1-31 Inches per Semester	\$7.50
7.5%	32-64 Inches per Semester	\$6.94
15%	65-129 Inches per Semester	\$6.38
22.5%	130-260 Inches per Semester	\$5.81
30%	261-390 Inches per Semester	\$5.25
37%	391 plus Inches per Semester	\$4.73
National Rate		\$7.50

Earned Rates

Advertisers failing to purchase the space for which they contracted will be billed for advertising at the applicable rate plus a penalty of 2% of the value of the contract.

An additional 7.5% discount for non-profit organizations is available upon request.

Campus Discount

Wake Forest University agencies, organizations, students, faculty and staff may advertise in the *Old Gold & Black* at the 37% discounted rate. In addition, free advertising is offered for student organizations holding charity events (up to 45 columns per semester). Under this policy, 15 inches may be run each week for 3 weeks during the semester. These ads will only run if space is available.

CAMPUS DISCOUNT SUBJECT TO MEETING DEADLINES

Preprinted Inserts

The cost of inserting preprinted advertising is \$100 per 1,000 inserts – there is a minimum requirement of 5,000 per issue. Inserts larger than 11" x 13.5" must be quarterfolded. Inserts should be shipped to *Old Gold & Black*, c/o Stone Printing and Graphics, LLC, 2309 Dunmore Court, High Point, NC 27263, (Phone: 336-431-2600, Fax: 336-431-2601) and must arrive one week prior to insertion.

Please contact the *Old Gold & Black* prior to shipping. A copy of the insert must be received by the Business Manager of the *Old Gold & Black* one week prior to run date.

MECHANICAL REQUIREMENTS

Page Dimensions	11.5" wide x 21.75" deep
Column width:	
1 column	1.92" deep or 1 23/25"
Columns per page	6

Common ad sizes

Full page	130.5 column inches
Half page	65.25 column inches
Quarter page	32.625 column inches

Software Requirements

If you send a display ad or classified on a disc, please note that the production staff uses Adobe Photoshop, Adobe InDesign and Microsoft Word on Apple computers. You may also e-mail ads to the *Old Gold & Black*. Please make sure these files are in TIFF, PDF or JPEG format and provided material matches actual dimensions on your insertion order. E-mail ads to business@ogb.wfu.edu.

ADVERTISING ENHANCERS

Double Truck Ads

One week of advance notice is required for a double truck ad. This includes two full-page ads which must face one-another. If copy extends across the centerfold, the ad will be charged for one extra column. Double trucks are only available in full page width (6 columns per page).

Color Printing

Both spot and process color are available. Color ads are accepted on a space-available basis, and one week of advance notice is required. Minimum size for color ads is 50 column inches.

Charges

Per color per page	\$75
Double truck	\$125
Full color page	\$300

POLICIES

Credit and Billing

Accounts will be billed weekly. A maximum of five tear sheets will be sent with the bill for all issues in which the ad appeared.

An affidavit certifying insertion will be sent in place of tear sheets for preprinted orders unless specified in the contract.

Accounts over 30 days past due are considered delinquent. Delinquent accounts will be refused advertising until the balance is paid in full and will be charged 2% per month on the unpaid balance.

Error Adjustment Procedure

Make goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify the *Old Gold & Black* for errors of significance. The *Old Gold & Black* will be responsible for first-run errors only. The limit of the liability will be the total cost of the ad in which the error occurs. No allowance will be made for errors that do not materially affect the value of the advertisement.

Special Policies and Charges

Though the *Old Gold & Black* will try to honor requests, no specific placement is sold for any advertisement. Advertisements more than 16.25 inches deep will be charged full column depth (21.75 inches).

Original ad composition is a negotiable service. That price includes typesetting and creation fees.