

THE JOURNAL

Thank you for your interest in advertising in **The Journal**. This brochure contains advertising information you should find helpful. If additional assistance is needed contact us.

CONTACTS

PHONE

Call direct:

(580) 559-5250

Call the switchboard:

(580) 332-8000, X250

FAX

(580)-559-5251

ADDRESS

The Journal

East Central University

1100 East 14th

PMB Q-7

Ada, OK 74820

E-MAIL

journal@ecok.edu

ADVERTISING MANAGER,

Melissa Hubble (580) 235-1456

ADVISOR

Cathie A. Harding

CIRCULATION

The Journal is published on Thursdays during the fall and spring semesters with a circulation of 3,000 students, alumni, businesses and faculty. *(Almost 25% of the population of Ada.)*

PRE-PAYMENT RATE

For advertisers who pay for their ad on the day of insertion, the cost per column inch is \$4.00.

Just multiply the number of columns of your ad by the number of inches of your ad to determine the number of column inches your ad will take. Then multiply that number by \$4.00.

Example. I would like a 2x2 ad. $2 \times 2 = 4$. $\$4.00 \times 4 = \16.00

REGULAR RATE

For advertisers who choose to be invoiced by **The Journal** at the end of each month, the cost per column inch is \$5.00.

Just multiply the number of columns of your ad by the number of inches of your ad to determine the number of column inches your ad will take. Then multiply that number by \$5.00.

Example. I would like a 2x2 ad. $2 \times 2 = 4$. $\$5.00 \times 4 = \20.00

SPECIALS

SCHOOL YEAR SPECIAL

Buy in 17 issues and get 8 issues FREE

SEMESTER SPECIAL

Fall Special Buy in 8 issues and get 4 issues FREE

Spring Special Buy in 8 issues and get 5 issues FREE

EVERYDAY SPECIAL

Buy in 3 issues and get 1 issue FREE

BACK TO SCHOOL SPECIAL

Buy one full page ad in any issue and get 25% off of the regular price
(Not valid with any other offer)

COLOR SPECIAL

Available upon request

SPECIFICATIONS

The Journal is published in a 11.5” by 14” format divided into five columns. The columns are 12 picas wide (or 2”).

COPY DEADLINE

Copy is due Thursday at 5:00 p.m. one week prior to publication. Copy may be sent via e-mail. TIFFS and JPEGs transfer easily.

PROOFS

Proofs will be provided on request for any ad submitted, provided the copy is received 10 days prior to publication.

PAYMENT

Pre-payment: Payment is due at the time of the ad purchase.
Regular payment: Payment is due 30 days upon receipt of invoice.

ERRORS IN ADS

Compensation for errors made by **The Journal** in an ad will be made through the cost of the ad.

CANCELLATIONS

Cancellation of advertising is allowed only until the deadline for space reservation.

POLICIES

All advertising copy is subject to the approval of **The Journal**. **The Journal** reserves the right to refuse advertising.

PUBLICATION DATES

Fall 2009

September:
3, 10, 17, 24

October:
1, 8, 22, 29

November:
5, 12, 19

December: 3

Spring 2010

January: 28

February:
4, 11, 18, 25

March:
4, 12, 25

April:
1, 8, 15, 22, 29

The Journal



Advertising information
East Central University
3rd Floor Memorial Student Union
Ada, OK 74820
(580) 332-8000 EXT 250 or 251