

ASK ABOUT SPECIAL SUPPLEMENTS

Welcome Back - August 27, 2008

Local Business Guide - September 17, 2008

Housing Guide - January 14, 2009

Summer Orientation Edition - May 20, 2009

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Job Fairs Fall / Spring
Homecoming

Contact Information

Inquire By Mail Or Phone:

Ferris State Torch
Attention: Laura Anger
805 Campus Drive/Rankin Center
Room 140
Big Rapids, MI 49307

Phone / Voice Mail: (231) 591-2609

Fax: (231) 591-3617

E-Mail: torchads@ferris.edu

Over 5,000 readers every week.
www.ferris.edu/torch

PUBLICATION SCHEDULE

The colored, filled in dates show the 2008-2009 Ferris State Torch publication schedule. Deadlines for ALL display advertisements are 1 p.m. on the Wednesday prior to the date the ad is scheduled.

SUMMER ORIENTATION EDITION: May 20

SEPTEMBER

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

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	

NOVEMBER

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

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

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

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

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

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		

Truth, Fairness & Accuracy for 75 Years

FERRIS STATE
TORCH
2008 - 2009 Advertising Guide

Display Ad Rates

The Ferris State Torch is a tabloid-size newspaper measuring 5 columns (9 3/4") wide by 15 1/2" deep. A column inch is approximately 1 3/4" wide by 1" deep. There is a 1/4" gutter between each column.
Display Ad Rates • \$6.00 / column inch
National Ad Rates • \$6.75 / column inch

COLOR can be added to any advertisement for \$20 plus 50¢ per ad column inch.

Note: Advertisements measuring 13+ inches in depth are charged for full-page depth.

Discounts

- 25¢ per-column-inch discount for contracts of 10 or more same-size ads.
- 50¢ per-column-inch discount for contracts of 10 or more runs of the same ad.

Credit Policy

- Misspelled or missing word within copy:
 - 35 col. inch or less ad\$3.00 per word
 - greater than 35 inches\$6.00 per word
- Misspelled or missing word in headline:
 - 35 col. inch or less ad\$6.00 per word
 - greater than 35 inches\$10.00 per word
- Missed publication: Total amount of ad will be refunded or credited.
- Defective printing such as unreadable or blurred ad: Total amount of ad credited provided ad was defective in all issues.
- Spot color ordered but not executed: Only the color cost refunded.
- Ad positioning not as requested: No credit (see General Policies)

Classifieds

- \$5.00 for 15 words or less.
- 20¢ per word over initial 15.
- \$1.00 extra for boxed ads, bold, or italic type.
- \$2.00 extra for crimson spot color.
- Classifieds must be prepaid.
- Classifieds may be mailed with check or delivered in person to The Torch.
- Deadline is by noon, the Friday prior to publication date.
- Ads may be posted online at no additional charge.

Production Services

The Ferris State Torch will lay out and personalize an ad for your business at no extra charge.

Special artwork and photos (in both print and negative format) may be resized through the use of scanning procedures and special software programs.

We will accept advertisements and graphics which have been created with a variety of applications: InDesign CS3, QuarkXPress 4.11, PS10, Illustrator 13 (all on Macintosh OS) via compact disk or e-mail. The preferable format for ad material is an Adobe PDF or a JPG file as an attachment.

Please send all e-mail copy to the Business Manager. Ad Copy can be e-mailed to: torchads@ferris.edu

The Staff

Advertising / Business Manager
Laura Anger.....231-591-2609
torchads@ferris.edu

Editor in Chief
James O’Gorman.....231-591-5978
torch@fsuimail.ferris.edu

Faculty Adviser
Steve Fox.....231-591-2529
Arts & Science Building 3080

805 Campus Drive
Rankin Center Room 140
Big Rapids, MI 49307

FERRIS STATE
TORCH

Inserts

- \$65.00 per thousand.
- Minimum of 4,000 inserts.
- Maximum size 8 1/2" x 11" (after folds)
- We recommend a (minimum) size of 4 1/4" x 5 1/2" for best results.

Mail/Ship Inserts To

The Pioneer Group / Printing Division
ATTN: Cheryl Rosen
22405 18 Mile Rd. Big Rapids, MI 49307

General Policies

- The Torch will not accept any advertisement which is libelous, promotes academic dishonesty, violates federal, state or local laws, or encourages discrimination on the basis of race, sex, age, color, creed, religion, national origin or disability.
- Any artwork or photos must be customer or Torch originals. Ads that break copyright laws will not be accepted.
- The Torch will not accept any ads that are sexually oriented in nature or promote the sale of alcohol.
- The Torch reserves the right to edit or reject any advertisement.
- Position requests are not guaranteed.
- Clear sponsorship must be shown on all advertisements.
- Advertisements simulating news must carry the words "Paid Advertisements." Such ads must be bordered.
- Political ads must be paid in advance of publication and must carry the information required by law (i.e. "Paid Political Advertisement").
- All fraternal advertisements must be paid in advance of publication.
- Foreign language advertisements will not be printed.
- The minimum size for a display advertisement is 2 column inches.
- The Torch accepts payment for advertisement at the University Business Office at 1201 S. State St. CSS 101, Big Rapids, MI 49307. It is against policy for ad representatives to accept payment.