



ADVERTISING RATE CARD | 2011-2012

**THE MANEATER**  
THE STUDENT VOICE OF MU SINCE 1955

## Contact:

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The Maneater Newspaper  
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Columbia, MO 65211

## Local:

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## Classifieds:

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## Advertising Sales:

Business Manager:

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## Deadline:

12 p.m. (noon) on Monday for Tuesday's publication

5 p.m. on Wednesday for Friday's publication

## Contact Information

## The Maneater: The Student Voice of MU Since 1955

The Maneater has been the number one source for student news since 1955. Published on Tuesdays and Fridays while classes are in session during the academic school year, we provide an excellent opportunity to reach the entire Mizzou Market of undergraduates, graduates, faculty and staff, and even Stephens and Columbia College.

In a 2011 student survey conducted by the Department of Student Life, The Maneater ranked above the Columbia Daily Tribune, the Missourian, TV and radio ads, Twitter and any other student organization as a favorite source for learning about news and events. When our readers open the paper, they find university, city and national news, as well as, feature stories, sports, advertising and much more.



## Circulation and Subscription

- The Maneater has a circulation of 8,000 every Tuesday and Friday throughout the 2011-2012 school year
- The Maneater is distributed completely free of charge to 70 news stands on the campuses of the University of Missouri, Stephens College, and Columbia College
- Papers are also distributed to all 39 Greek houses, University Hospital & Clinics, and throughout the downtown district

## Local Display: \$6.50 per column inch

*For all Columbia businesses*

### Discounts for Local Advertisers:

**5%** discount is offered for ads that are rerun

**10%** discount is offered for prepayment of ads

**20%** discount for university departments and student organizations

## Regional Display: \$9.00 per column inch

*For all businesses within a 150-mile radius of Columbia*

Contact the Business Manager or National Accounts Manager for details about possible discounts

## National Display: \$11.00 per column inch

*For all businesses more than 150 miles outside of Columbia*

Contact the Business Manager or National Accounts Manager for details about possible discounts

## Contracts for Local Advertisers

**5%** discount for 240 inches for a rate of \$6.18 per column inch

**10%** discount for 400 inches for a rate of \$5.85 per column inch

**20%** discount for 720 inches for a rate of \$5.20 per column inch

**25%** discount for 1,040 inches for a rate of \$4.88 per column inch

**30%** discount for 1,520 inches for a rate of \$4.55 per column inch

## Color Options



Grey Scale: **FREE**



Spot Color: **\$85**



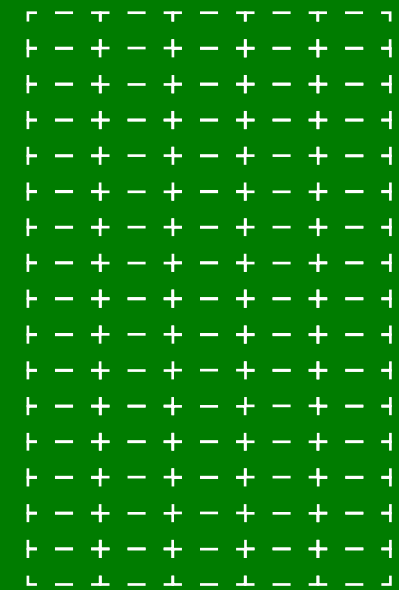
2-Color: **\$170**



Full Color: **\$300**

## Sizing Guide

Each page is divided into 80 column inches.



5 columns = 10.253"  
4 columns = 8.169"  
3 columns = 6.085"  
2 columns = 4.001"  
1 column = 1.917"

To calculate the cost of an ad:  
**Base rate X Number of column inches**

3 columns x 8 inches 24 total inches	2 columns x 3 inches 6 total inches
	2 columns x 5 inches 10 total inches

5 columns x  
8 inches  
40 total inches

## Preprinted Inserts

Single sheet insert	\$65 per 1,000
2 to 4 page insert	\$70 per 1,000
5 or more inserts	\$75 per 1,000

- Minimum inserts of 5,000.
- Maximum of 8,000.
- Other discounts do not apply.
- The Business Manager requests a copy of the insert at least two weeks prior to insertion.
- Inserts must be delivered to the printer at least one week before the date of insertion.

**Shipping Address:**  
Sedalia Democrat  
Attn. Henry Holtzclaw  
700 S. Massachusetts  
Sedalia, MO 65301

## Credit Policies

- Advertisers must pre-pay until they receive credit approval from the Business Manager. New businesses must prepay for at least three months. In addition, The Maneater reserves the right to require an advertiser to prepay, or pay with cash, at any time.
- Accounts with outstanding balances will be billed the first day of every month. A 1.5% late charge per month (18%) APR will be assessed for bills not paid within 30 days. The minimum monthly finance charge is \$3.00. If the balance has gone unpaid for 60 days of the invoice date and collection agencies are warranted, agency fees will be added to the advertiser's final bill. Expenses incurred by The Maneater during the collection process are the responsibility of the debtor.
- Credit privileges will be revoked indefinitely once the balance has gone unpaid for 60 days. At this time, the advertiser may advertise only on double-payment basis. The additional payment will be credited to the amount owed. After 90 days, the advertiser may not advertise in The Maneater until the bill is paid in full.
- A \$25 service charge will be assessed on all returned checks.
- University departments, student organizations, ads smaller than eight column inches, political and going-out-of-business ads MUST PREPAY.
- We accept credit card payments in the forms of VISA, Mastercard, and Discover.

## Formats and Software

- **Adobe PDF (Acrobat)** files are preferred if all graphics and fonts are embedded into a single file
- Color PDF's must be designed in a CMYK color space.



## Classified Information

1 to 4 issues:  
30 cents per word

5 to 8 issues:  
25 cents per word

MU Students:  
20 cents per word

## Classified Ads

- **15 word minimum** per ad.
- To boldface any part of the ad: 50 cents extra per ad.
- All classified ads will also appear on the classifieds page online at [www.themaneater.com](http://www.themaneater.com)
- All classified ads must be prepaid in full. Checks must include a driver's license number.
- The Maneater Business Manager reserves the right to reject any ad.
- **NO REFUNDS.**
- All classified requests can be emailed to [classifieds@themaneater.com](mailto:classifieds@themaneater.com), or call (573) 882-5500.
- Any mistakes to classified advertising on the part of the paper must be reported within 3 business days of the publication date in order to receive a full refund.

## Classified Display Ads

**\$8.00** per column inch

All regular contract, prepayment and rerun discounts apply.

## Advantages of Advertising Online

The Maneater reached 1.3 million pageviews and 591,000 visits to the maneater.com in the past academic year. Both are record-highs for the paper.

### The Maneater's online readership is rapidly growing

- First semester increase in online readership (fall 2010 compared to fall 2009): 27.94%
- Second semester increase in online readership (spring 2010 compared to spring 2011): 31.53%
- Also, we finished the 2010-2011 year by marking a 47.3% increase in online readership over the last month (May 2010 compared to May 2011).

### The Maneater has also more than doubled its presence on social media sites in the last year

- Overall Facebook fans / likes increase: 166.4%, 503 fans to 1,332 fans
- Overall Twitter follower increase: 124.0%, 1,448 followers to 3,244 followers
- Noteworthy: We jumped from having the fifth largest social media presence (in terms of followers/fans) of Big 12 papers to having the second largest.

## Online Advertising Options

### 1. Short Skyscraper

- 120 pixels wide x 240 pixels tall: **\$150/month** OR **\$500/semester**
- Featured next to articles throughout the website

### 2. Banner

- 468 pixels wide x 60 pixels tall: **\$250/month** OR **\$500/semester**
- Appear at the bottom of the homepage and other sections

### 3. Skyscraper

- 160 pixels wide x 600 pixels tall: **\$250/month** OR **\$500/semester**
- Featured next to articles throughout the website

### 4. Cube

- 300 pixels wide x 250 pixels tall: **\$350/month**
- Constantly featured on The Maneater's homepage

### 5. Eyebrow

- 234 pixels wide x 60 pixels tall: **\$450/month**
- Constantly featured at the top of every page

## Move Online

### 1. Cube

- 300 pixels wide x 250 pixels tall: **\$300/month**

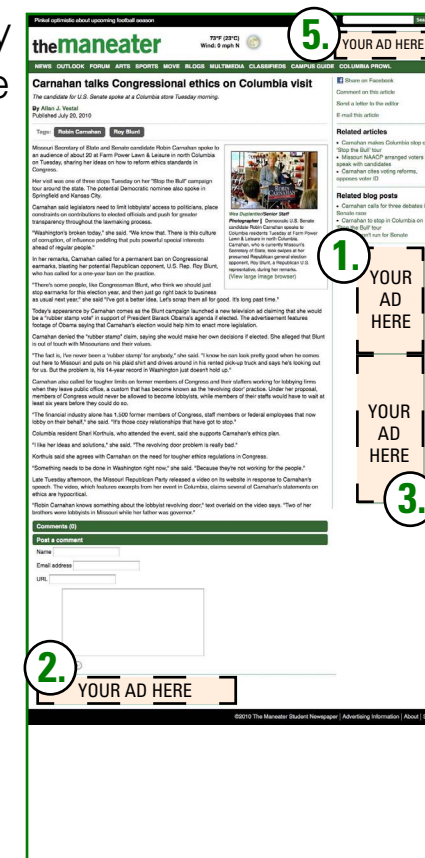
### 2. Eyebrow

- 234 pixels wide x 60 pixels tall: **\$400/month**

## Front Page



## Story Page



# PUBLICATION CALENDAR

August 2011

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			

September 2011

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 2011

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 2011

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 2011

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 2012

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 2012

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 2012

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 2012

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

May 2012

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		

June 2012

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

July 2012

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					

- Maneater Issue
- Maneater Special Issue

## Special Issues

MU/Columbia Guide	Aug. 17
Back to School	Aug. 23
Football Preview	Sept. 2
Homecoming	Oct. 14
Tiger Basketball Preview	Nov. 15
Back to School	Jan. 20
Housing Guide	Jan. 31
Maneater Madness	Mar. 13
Graduation	May 4
Summer Welcome	June 6
Freshman Mailer	July 10

The Maneater prints several special issues throughout the year that consist of a special cover and editorial content. Covering everything from Homecoming to housing, a Maneater special issue is a must-read for students.

**Special Issue Rate: \$8 per column inch**  
**All regular contract, prepayment and rerun discounts still apply.**

homecoming 2010  
**TRADITION SET IN STONE**  
 the maneater  
 Volume 77, Issue 17  
 October 22, 2010

**MIZZOU IN REVIEW 2010-2011**  
 THE MANEATER  
 Volume 77, Issue 18  
 November 12, 2010

A PROJECT OF THE MANEATER  
**COLUMBIA PROWL**  
 YOUR GUIDE TO HOUSING, ON AND OFF CAMPUS  
 2011  
**INSIDE**  
 REVIEWS OF APARTMENTS AND RES HALLS  
 TIPS FOR FIRST-TIME LESSEES  
 HOUSING NEWS  
 SUBMIT YOUR OWN REVIEW ONLINE AT COLUMBIASPROWL.COM  
 ALSO ONLINE: REVIEWS OF ALL THE RESIDENCE HALLS AND SEVERAL COLUMBIA APARTMENT COMPLEXES

the maneater  
**THEY'RE BACK**  
 FOOTBALL PREVIEW  
 PLUS+  
 2010 SEASON FOOTBALL PREVIEW  
 Volume 77, Issue 4  
 September 3, 2010

VOLUME 77, ISSUE 11  
**ROOTS 'n BLUES 'n BBQ**  
 a preview of the music, food and culture of the festival  
 MOVE  
 the maneater