

UNIVERSITY OF SOUTH FLORIDA



THE ORACLE

MEDIAKIT '11 - '12

W E L C O M E

Contact Us

Mailing Address:

4202 East Fowler Avenue
SVC 0002
Tampa , FL 33620

Online:

www.usforacle.com

Phone:

(813) 974-2620

Fax:

(813) 974-3108

Advertising Adviser:

(813) 974-6254

Classified Advertising:

(813) 974-6242

Display Advertising:

(813) 974-2620
oracleads@yahoo.com

Internet Advertising:

(813) 974-2620

Advertising Sales Executives:

Apartment Sales Rep.....974-6315
On-Campus Rep.....974-7241
Nationals Sales Rep.....974-5903
USF Area East Rep.....974-6317
USF Area West Rep.....974-6306

Facts & Figures

- *The Oracle* is the official daily newspaper of the University of South Florida, written and edited entirely by students.
- *The Oracle's* daily circulation (Monday-Thursday) during the fall and spring semesters is 10,000.
- During the summer, *The Oracle* publishes Monday and Thursday with a circulation of 8,000.
- With a heavy pass-along rate and 100 distribution locations on campus and in the university area, *The Oracle* reaches more than 29,500 readers daily..

USF Population:

Students: 45,164
Faculty/Staff: 16,191

Average Age:

Undergrad: 23
Graduate: 33

Gender Ratio:

Female: 58%
Male: 42%

Student Status:

Full-time: 75%
Part-time: 25%

Letter from the Advertising Director

Dear Potential Oracle Advertiser,

Thank you for your interest in advertising in *The Oracle* at the University of South Florida. We are the official newspaper of USF and have been serving the community for over 40 years. From the rising presence in athletics, to the groundbreaking research discoveries, *The Oracle* and USFOracle.com focus exclusively on campus news and events, putting your business in the middle of it all, every day.

One quality that makes us unique is that every department at *The Oracle* is student run. All the news stories, all the advertising sales, all the designs, the Web site, even the distribution, it's all done by students. *The Oracle* is the only newspaper entirely devoted to covering USF for over 60,000 students, faculty and staff.

Please review our 2011/2012 media kit. There are many ways to advertise and there is something for every budget. The USF community is not one to miss out on!

Sincerely,
The Oracle Staff

PUBLICATION SCHEDULE

Fall 2011

August 2011
 S M T W T F S
 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

December 2011
 S M T W T F S
 1 **2** 3

Spring 2012

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 29

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
 29 30 31

Summer 2012

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 31

 = Special Issue

Special Issues

Fall 2011

Welcome Back ... 08/22/11
 Football Preview ... 08/29/11
 Seasonal ... 09/19/11
 Homecoming ... 10/17/11
 Off-Campus Housing ... 11/07/11
 Basketball Edition ... 11/14/11
 Holiday Guide ... 12/02/11

Spring 2012

Welcome Back ... 01/09/12
 Seasonal ... 02/13/12
 Off-Campus Housing ... 02/20/12
 Spring Break ... 03/05/12
 USF Favorites ... 04/09/12
 Graduation ... 04/27/12

Summer 2012

Off-Campus Housing ... 05/21/12
 New Student ... 06/04/12
 Boredom Solver ... 07/09/12

ADVERTISING RATES

INTERNET

Rates for The Oracle			Volume Contracts**					Frequency Contracts***		
Ad Sizes	Open Rate	Repeat Rate*	\$1,000	\$2,500	\$5,000	\$10,000	\$20,000	8 Weeks	20 Weeks	40 Weeks
Full Page	\$900	\$575	\$775	\$735	\$710	\$665	\$635	\$775	\$685	\$645
Half Page	\$475	\$310	\$410	\$395	\$380	\$355	\$340	\$410	\$370	\$350
Quarter Page	\$200	\$135	\$175	\$165	\$160	\$150	\$145	\$175	\$160	\$150
One-Fifth Page	\$140	\$90	\$120	\$115	\$110	\$105	\$100	\$120	\$105	\$100
One-Eighth Page	\$85	\$50	\$70	\$68	\$66	\$62	\$60	\$70	\$64	\$60
One-Sixteenth Page	\$45	\$25	\$35	\$34	\$33	\$31	\$30	\$35	\$32	\$30
Business Card	\$55	\$35	\$50	\$45	\$43	\$41	\$39	\$50	\$42	\$40

* To qualify for the Repeat Rate, the client's ad must publish within the same week. The client will be charged the contract rate on the first run of the week and will receive the repeat rate for each additional run in the same week.
 ** Volume Contracts are an agreement to spend a specific amount of money over the course of one full calendar year. The client can pick and choose when he or she wants to run, but must fulfill the dollar amount within a year of signing the contract.
 *** Frequency Contracts are an agreement to run at least one ad a week for a set number of weeks. When signing a frequency contract, the client agrees to run once a week on the day he or she chooses for the number of weeks defined in the contract. The client is given the option of changing ad sizes between weeks.

Ad Size Guide

Premium Pages

There is an extra charge to the overall ad to reserve **premium pages** in special editions or in daily newspapers.

Back cover: 20%	Centerspread: 15%
Inside covers: 15%	Page 3: 10%

Color Rates

Full color: 1/2 page or smaller	\$200
Full color: 1/2 page or larger	\$300
Full color Centerspread	\$450



The Oracle's Web site, www.usforacle.com, houses the daily newspaper in an easily accessible format. Oracle Online provides yet another way to keep students informed and entertained.

Ad Size Guide

Top Banner 468 x 60 pixels	Skyscraper 160 x 600 pixels	Right Square 300 x 250 pixels
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Online Rates

Monthly Rates	Home Page	Inside Page
Skyscraper (160 x 600 px)	\$850	\$650
Top Banner (468 x 60 px)	\$750	\$550
Right Square (300 x 250 px)	\$650	\$450
Semester Rates		
Skyscraper	\$2,550	\$1,950
Top Banner	\$2,250	\$1,650
Right Square	\$1,950	\$1,350

Page Choices: (Three ad spaces are available on each Web page)

- Home Page
- News
- Sports
- Montage
- Opinion
- Multimedia

SPECIALTY ADVERTISING

News Rack Advertising

Maximize your business exposure by taking advantage of *The Oracle's* news rack advertising.

Place your ad where it will be seen daily by thousands of students. There are 100 green and gold Oracle boxes on campus, most located in high-traffic areas. Now you can be there with the front page.

Run your ad for an entire semester for only \$400 or one month for \$150. We'll create a glossy, laminated 17"x13" billboard-type ad for you that will adhere to the front of the box, directly below the paper window. There is no charge for design and you can change the ad up to four times a semester.

Preprinted Inserts

- \$60 per thousand up to 16 pages, \$7 per thousand for every four additional pages over 16.
- All inserts should arrive *one week in advance*. All preprints running for the first time must be approved by *The Oracle* advertising director.

Minimum size: 5" x 6"
Maximum size: 10" x 11"
Minimum quantity: 6,000
Maximum quantity: 12,000

You MUST label the outside of the box with the following:

**USF Oracle
Company Name
Amount of Inserts**

Inserts must be sent to:
**Lakeland Ledger
300 West Lime Street
Lakeland, FL 33815**

Classifieds

- Classifieds can be submitted at our office, over the phone at (813) 974-6242, or at our classified Web site, www.usforacle.com/classifieds
- Classifieds are posted on The Oracle Web site, in addition to printing in the regular paper, at no extra charge.
- Copy and payment are required by 2 p.m. the business day prior to publication.

Daily rate: \$9
3 consecutive days: \$21
5 consecutive days: \$30
10 consecutive days: \$50
20 consecutive days: \$75

POLICIES & PROCEDURES

Deadlines

- New ads require space reservation 4 days prior to publication.
- Camera-ready ads require space reservation 2 days prior to publication.
- All dates reflect a 2 p.m. deadline.

Payment

- All ads are prepaid.
- We accept check, MasterCard, or Visa.
- Online payments can be made at www.usforacle.com.

Electronic Submissions

- Files should be sent electronically to your account executive's e-mail address (files must be 10MB or smaller).
- Files can also be submitted through a flash drive or CD-ROM. Acceptable file formats include EPS, PDF, JPG, or TIFF. All files should be Mac compatible.
- Save all images as process color files in CMYK mode, at 300 dpi and 85 lines per inch.
- All PDFs must have fonts and images embedded. Failure to do so could result in your ad running wrong. Convert all fonts to outlines in Adobe Illustrator artwork.

FAQ

Q: *Do ads in your special issues cost more than ads in the daily paper?*

A: No, print ad rates for the daily paper and special issues are the same.

Q: *How do I get an ad designed and how much extra is that?*

A: Ad design is free! All we need is some information about your business to get started.

Q: *Do you offer discounts for non-profit organizations?*

A: No, we do not.

Q: *I am an ad agency: Are your rates net or gross?*

A: Net.

Q: *I already have an ad designed. What is the best way for me to send that to you?*

A: For optimum printing, all camera-ready ads should be sent as .pdf at 300 dpi.

usforacle.com

