

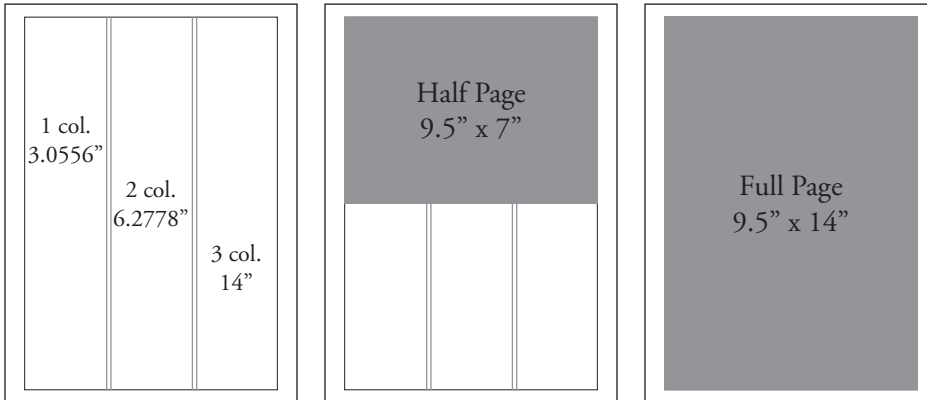


# The Forum

Westminster College • Salt Lake City, Utah

## 2008-2009 MEDIA KIT

### DISPLAY ADS



Black & White: \$13 pci    Color: \$18 pci

- Display ads must be PDF, JPG or TIF files, submitted at actual print size
- Color ads must be CMYK format and images must be 150-300 dpi
- We are not responsible for quality of artwork submitted with low dpi or at incorrect sizes
- Files submitted in other formats, or of lower quality, will be subject to design fees

### CLASSIFIED ADS

- \$20 for the first 25 words, \$0.25 for each additional word
- Ads must read *exactly* the way you want them to run

### INSERTIONS

- \$600-\$1,200 for 1,200 flyers depending on insertion size (provided by customer)

### DISCOUNTS

- 10% for the two consecutive ads
- 15% for three or more consecutive ads

### PAYMENT

Payments must be made via check or credit card. Unless an ad is pre-paid, payment is due in *full* 30 days after the issue date.

Your bill/receipt will include a tear sheet of the issue the ad was published in. A late fee will be applied to all payments made after the due date.

*The Forum reserves the right to deny any advertisements.*

### ABOUT US

Westminster College's upscale population is diverse in age, background, living arrangements, interests, majors and overall lifestyle—which makes The Forum an ideal place to advertise. Our circulation is about 1,200 newspapers fortnightly (published every other Tuesday during fall and spring semesters).

The Forum's goal is to make the advertising process as simple as possible for both you and our team—while also giving your company/organization the exposure it needs to achieve success. Please contact us at your convenience so we can schedule an ad in your desired issue(s).

| ISSUE    | SPACE DEADLINE | ART DEADLINE |
|----------|----------------|--------------|
| Aug. 26  | Aug. 19        | Aug. 21      |
| Sept. 9  | Sept. 2        | Sept. 4      |
| Sept. 23 | Sept. 16       | Sept. 18     |
| Oct. 7   | Sept. 30       | Oct. 2       |
| Oct. 21  | Oct. 14        | Oct. 16      |
| Nov. 4   | Oct. 28        | Oct. 30      |
| Nov. 18  | Nov. 11        | Nov. 13      |
| Dec. 2   | Nov. 25        | Nov. 25      |
| Jan. 6   | Dec. 30        | Dec. 30      |
| Jan. 20  | Jan. 13        | Jan. 15      |
| Feb. 3   | Jan. 27        | Jan. 29      |
| Feb. 24  | Feb. 17        | Feb. 19      |
| March 10 | March 3        | March 5      |
| March 24 | March 17       | March 19     |
| April 7  | March 31       | April 2      |
| April 21 | April 14       | April 16     |

### THE FORUM

1840 South 1300 East  
Salt Lake City, Utah 84105  
Office: (801) 832-2319

Fax: (801) 832-2830

forumbusiness@westminstercollege.edu