

## DISPLAY DEADLINES

Space reservation.....	Monday, 5 p.m.
Copy to be set.....	Tuesday, noon
Camera-ready copy.....	Tuesday, noon
Photos and line art.....	Tuesday, noon
Color notification.....	Monday, 5p.m.
Double truck notification.....	prior Friday, noon
Online AD reservation.....	Thursday, 5p.m.

Advertisers failing to meet display deadlines are subject to a \$15.00 fee for each missed deadline.

### Classified Deadlines

Copy.....	Monday, 5 p.m.
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### Classified Rates

1 run.....	\$10	3 runs.....	\$25
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The above rates apply to ads of 25 words or less; there is an additional charge of 20 cents per additional word. The *Old Gold & Black* does not offer display classified ads.

ALL CLASSIFIED ADS MUST BE PREPAID

## PUBLICATION SCHEDULE 2008-'09

### Fall Semester

August 21	August 28	September 4
September 11	September 18	September 25
October 2	October 9	October 16
October 23	October 30	November 6
November 13	November 20	December 4

### Spring Semester

January 15	January 22	January 29
February 5	February 12	February 19
February 26	March 5	March 19
March 26	April 2	April 9
April 16	April 23	April 30

### Special Issues

August 21 - Orientation	Sept. 25 - Family Weekend
August 28 - Welcome Back	November 6 - Homecoming

The *Old Gold & Black* reserves the right to refuse any advertisement based upon the guidelines set forth in our Advertising Policies. If you would like a copy of these policies, please e-mail us at [business@ogb.wfu.edu](mailto:business@ogb.wfu.edu). Include your name, phone number and e-mail address.

## OGB ONLINE ADVERTISING

Advertising online with the *Old Gold & Black* is an inexpensive and effective way to reach the Wake Forest community and promote your business. Our web site averages over 15,000 unique visits and over 60,000 page views per month.

Ad Sizes	Ad Type	Price (weekly)
120 x 90 IMU	Button 1	\$10.00
120 x 240 IMU	Vertical Banner	\$15.00
120 x 600 IMU	Skyscraper	\$30.00
30 character title	Text Link	\$10.00
160 character msg		
TBD	Front Page Sponsor	\$75.00

Sizes are in accordance with IAB standards (see [http://www.iab.net/Ad\\_Unit](http://www.iab.net/Ad_Unit)). Text link ads are similar to Google AdWords.

All images must be JPEG or GIF format, no larger than 20K in file size and contain no animation. Ad creation services are available upon request.

In order to ensure a minimum of 1,000 impressions per week a limited number of ads (10) will be accepted per week. Advertisers wishing to receive a higher number of impressions can buy additional block of space at negotiated rates.

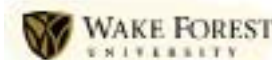
The weekly period will run from Monday-Monday and all on-line advertising **must be prepaid**. The deadline for submitting ads is Thursday.

## OGB ONLINE JOB BOARD

Powered by Personforce, [oldgoldandblack.com](http://oldgoldandblack.com) now hosts a job board where employers can reach students, alumni, and the entire Wake Forest community with information regarding job opportunities. Rates are as follows:

Individual Job Post	\$200 (1 month listing)
Unlimited Job Posts	\$500 (1 month listing)
Site Sponsorship (Logo Display + Unlimited Listings)	\$1500 (1 year sponsorship)

Visit our web site or contact the business office for more information.



## Advertising Rates and Policies

Effective August 2008

## Circulation: 5,000

Published Every Thursday When the University is in Session

**Business Manager:**  
Max Rubin

**Sales Representatives:**  
Adam Wojcik  
Tyler Kellner

**Distribution/Invoices:**  
Jake Gelbort

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Wake Forest University  
P.O. Box 7569  
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Internet: [oldgoldandblack.com](http://oldgoldandblack.com)

# OLD GOLD & BLACK

## THE OLD GOLD & BLACK AND YOU

Will the *Old Gold & Black* reach your market? You bet! A perennial bargain in print advertising, the *Old Gold & Black* is the primary news and information source for over 6,400 students at the undergraduate school, School of Law, Babcock School of Management, Wake Forest University Baptist Medical Center and graduate schools. The University is also the largest employer in Winston-Salem, with over 11,000 employees.

The *Old Gold & Black* doesn't just "cover the campus like the magnolias," however. We have over 250 subscribers around the world and everyone can also follow the news from our award winning Web site, at <http://oldgoldandblack.com>. We recently just launched online advertising which means there are now even more ways for you to reach potential affluent patrons, without breaking the bank.

And you can be sure your advertisement will be seen. The *Old Gold & Black*, winner of the 2001 Pacemaker Award and 3rd place recipient of the 2008 ACP award, is full of hard-hitting news, pertinent information, light features and insightful and controversial editorials and columns. From the classroom to the boardroom to the stage to the playing field, we cover it all.

### DISPLAY EARNED RATES

The *Old Gold & Black* sets advertising charges based on a sliding-rate schedule. Discounts are related to advertising space purchased during a semester. **National advertisers are not eligible for volume-based discounts.**

Discount	1-31 Inches per Semester	\$7.50
7.5%	32-64 Inches per Semester	\$6.94
15%	65-129 Inches per Semester	\$6.38
22.5%	130-260 Inches per Semester	\$5.81
30%	261-390 Inches per Semester	\$5.25
37%	391 plus Inches per Semester	\$4.73
National Rate	Inches per Semester	\$7.50

### Earned Rates

Advertisers failing to purchase the space for which they contracted will be billed for advertising at the applicable rate plus a penalty of 2% of the value of the contract.

An additional 7.5% discount for non-profit organizations is available upon request.

### Campus Discount

Wake Forest University agencies, organizations, students, faculty and staff may advertise in the *Old Gold & Black* at the 37% discounted rate. In addition, free advertising is offered for student organizations holding charity events (up to 45 columns per semester). Under this policy, 15 inches may be run each week for 3 weeks during the semester. These ads will only run if space is available.

CAMPUS DISCOUNT SUBJECT TO MEETING DEADLINES

### Preprinted Inserts

The cost of inserting preprinted advertising is \$100 per 1,000 inserts – there is a minimum requirement of 5,000 per issue. Inserts larger than 11" x 13.5" must be quarterfolded. Inserts should be shipped to *Old Gold & Black*, c/o Stone Printing and Graphics, LLC, 2309 Dunmore Court, High Point, NC 27263, (Phone: 336-431-2600, Fax: 336-431-2601) and must arrive one week prior to insertion.

Please contact the *Old Gold & Black* prior to shipping. A copy of the insert must be received by the Business Manager of the *Old Gold & Black* one week prior to run date.

### MECHANICAL REQUIREMENTS

Page Dimensions	11.5" wide x 21.75" deep
Column width:	
1 column	1.92" deep or 1 <sup>23</sup> / <sub>25</sub> "
Columns per page	6
Common ad sizes	
Full page	130.5 column inches
Half page	65.25 column inches
Quarter page	32.625 column inches

### Software Requirements

If you send a display ad or classified on a disc, please note that the production staff uses Adobe Photoshop, Adobe InDesign and Microsoft Word on Apple computers. You may also e-mail ads to the *Old Gold & Black*. Please make sure these files are in TIFF, PDF or JPEG format and provided material matches actual dimensions on your insertion order. E-mail ads to [business@ogb.wfu.edu](mailto:business@ogb.wfu.edu)

## ADVERTISING ENHANCERS

### Double Truck Ads

One week of advance notice is required for a double truck ad. This includes two full-page ads which must face one-another. If copy extends across the centerfold, the ad will be charged for one extra column. Double trucks are only available in full page width (6 columns per page)

### Color Printing

Both spot and process color are available. Color ads are accepted on a space-available basis, and one week of advance notice is required. Minimum size for color ads is 50 column inches.

Charges	
Per color per page	\$75
Double truck	\$125
Full color page	\$300

## POLICIES

### Credit and Billing

Accounts will be billed weekly. A maximum of five tear sheets will be sent with the bill for all issues in which the ad appeared.

An affidavit certifying insertion will be sent in place of tear sheets for preprinted orders unless specified in the contract.

Accounts over 30 days past due are considered delinquent. Delinquent accounts will be refused advertising until the balance is paid in full and will be charged 2% per month on the unpaid balance.

### Error Adjustment Procedure

Make goods or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify the *Old Gold & Black* for errors of significance. The *Old Gold & Black* will be responsible for first-run errors only. The limit of the liability will be the total cost of the ad in which the error occurs. No allowance will be made for errors that do not materially affect the value of the advertisement.

### Special Policies and Charges

Though the *Old Gold & Black* will try to honor requests, no specific placement is sold for any advertisement. Advertisements more than 16.25 inches deep will be charged full column depth (21.75 inches)

Original ad composition is a negotiable service. That price includes typesetting and creation fees.