

# THE SIGNAL ADVERTISING

The Signal newspaper, formerly known as The UHCLIDIAN, is a unique bi-weekly publication distributed free of charge throughout the University of Houston-Clear Lake. The professional design, easy-to-read format and in-depth articles appeal readily to more than 7,700 students, faculty, and staff, as well as to private citizens who may pick up an issue at local area shops and businesses. Also, the newspaper has been online since March 1997 and can be viewed at:

**[www.uhclthesignal.com](http://www.uhclthesignal.com)**

The Signal provides a great way to promote your business to an academic and community audience with more mature interests and higher discretionary incomes than those at most universities.

UHCL has an adult student population with an average age of 30. Nearly half of the students are engaged in graduate study programs and work within the Houston area. The majority of students work full time and attend school part time in the evenings. Many full-time students are married, have children and live in the Clear Lake community.

We have an exceptional staff of reporters, photographers and promotional advertisers here at The Signal. UHCL students, faculty and staff look to us to provide them with up-to-date, campus-related news and information. Many local and national businesses have already realized the value of advertising at the University of Houston-Clear Lake.

We encourage you to advertise your business in The Signal and to reap the benefits that come with it. The Signal offers both display and classified ads and the custom design of such ads. Applicable rates are attached. The deadline is generally Monday at noon.

You can contact the advertising desk at 281-283-3975 or at [humphrey@uhcl.edu](mailto:humphrey@uhcl.edu). We look forward to talking with you soon.

# THE SIGNAL ADVERTISING

## Price List

### BLACK & WHITE DISPLAY ADS:

Full Page	\$350	10 1/4" x 15 1/2"	77 1/2 column inches
Half Page	\$200	10 1/4" x 7 3/4"	33 3/4 column inches
Quarter Page	\$150	5" x 7 3/4"	19 3/8 column inches

Note: Each price is based on one run in The Signal. Ads that run three times or more are discounted 10 percent.

### Prices per column inch:

The Signal uses a five-column format and charges \$9 per column inch for ad sizes other than those specified above. Each column is 1 9/10 inches wide, with 1/6 inches of white space in between columns.

### AD SIZES:

1 column	1 9/10 inches wide
2 columns	4 inches wide
3 columns	6 1/12 inches wide
4 columns	8 1/6 inches wide
5 columns	10 1/4 inches wide

**CIRCULATION:** 2,500

**PUBLICATION:** 7 issues per semester

### COLOR DISPLAY ADS:

NEW! The Signal now offers color advertising in the Campus Life section of the paper.

Business Card Color Ad	\$150	3 1/4" x 2"
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### ONLINE ADS:

UHCLTheSignal.com is the online source for student media at the University of Houston-Clear Lake. Currently The Signal has four small square ads that are located on the right side of the home page as well as each of the subsequent click-through pages. Ads rotate placement in a random order. All online ads are sold in 2-week blocks. Each week officially starts Monday and runs through the following Sunday.

Static Square Ad	\$150/2 weeks	125 x 125 pixels
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For more information about online advertising, please call 281-283-3975 or e-mail [humphrey@uhcl.edu](mailto:humphrey@uhcl.edu).

# THE SIGNAL ADVERTISING

## Spring 2010 Publication Schedule

<u>Issue Number</u>	<u>Deadline to Place Ad (noon)</u>	<u>Date of Publication</u>
1	Jan. 26	Feb. 8
2	Feb. 8	Feb. 22
3	Feb. 22	March 8
4	March 1	March 22
5	March 22	April 5
6	April 5	April 19
7	April 19	May 3

Deadline for all advertising material is one week prior to publication date.

Spring Break: March 15 - 20

# THE SIGNAL ADVERTISING

## Mechanical Requirements

### Printer-Ready Art

- Saved as a jpeg, tiff or PDF file (jpeg or gif only for online ads)
- All ads must reach the size of the space ordered in width and height, otherwise The Signal reserves the right to alter the size of the ad. Ads are not ready if they require a change to run.

### Advertising Agencies

- Advertiser and agency are jointly liable on ads placed through an agency. Orders containing incorrect rates or conditions will be inserted and charged in compliance with rates and conditions shown in this rate card. Such errors will be considered clerical only.

### Proofs, Printing Errors

- No pre-publication proofs are delivered on ready ads.
- Should there be an error in an ad on the part of The Signal, the liability of The Signal is limited to partial or complete refund of the cost of the advertisement. The Signal is not liable for damages beyond ad cost.
- Advertiser will indemnify and hold harmless The Signal for any claims, damages or liability resulting from publication of any advertising copy submitted by the advertisers, including suit costs and attorney's fees. Without limiting the generality of the fore-going, the advertiser represents and warrants that any copy submitted is truthful and in compliance with all applicable laws and regulations.
- The Signal reserves the right to refuse advertisements the staff deems false.

# THE SIGNAL ADVERTISING

## Payments and Discounts

### Display & Online Ads

- All display and online ads must be paid in full prior to publication date, unless prior arrangement has been made.
- Ads containing photos must be one piece, printer-ready art, per Signal guidelines.

### Classified Ads

- All classified ads require payment before publication.

### Frequency Discounts

- Ads appearing three times or more within one semester earn a 10 percent discount.
- An advertising schedule of mixed-size ads may be used to earn a frequency discount.

### Publication Services

- In-house production services are available at the discretion of The Signal. Contact the advertising department for details.
- All publication services will be billed at trade rates. Key changes are \$25-\$35 (depending on size and elaborate style). Deadline for Signal-set copy is 14 days prior to the closing date.
- Proofs: One copy-machine proof will be furnished.

### Release Fee

- A \$20 fee will be charged for the release of original artwork designed and executed by The Signal.

### Shipping

- All advertising should be e-mailed to [humphrey@uhcl.edu](mailto:humphrey@uhcl.edu) or directly shipped to:  
The Signal  
2700 Bay Area Blvd., Box 456  
Houston, TX 77058



# THE SIGNAL ADVERTISING

## Advertising Contract

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_  
City State Zip

Billing Address: \_\_\_\_\_

\_\_\_\_\_  
City State Zip

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

ADVERTISEMENT SLUG: \_\_\_\_\_

AGREED PRICE: \_\_\_\_\_

AD SIZE: \_\_\_\_\_

PUBLICATION DATE: \_\_\_\_\_

NUMBER OF RUNS: \_\_\_\_\_

**Payment due prior to publication date  
unless prior arrangements have been made.**

I fully understand and agree to all of the conditions above:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date