

## THE OLD GOLD AND 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 the over 6,400 students at the undergraduate school, School of Law, Babcock Graduate 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 almost 1,000 subscribers across the nation and around the world, from England to Italy to China. Parents and alumni also follow the news from our Web site, at <http://ogb.wfu.edu>. What does that mean for your local business? It means many potential affluent patrons, without breaking the bank.

And you can be assured that your advertisement will be seen. The *Old Gold & Black*, winner of the 2001 Pacemaker Award and 3rd place recipient of the 2005 ACP award, is full of hard-hitting news, pertinent information, light features and insightful and controversial editorials. From the classroom to the boardroom to the stage to the playing field, we cover it all.

In short, the *Old Gold & Black* can deliver your message to the people whom you want most to hear it — potential customers.

## DISPLAY EARNED RATES

The *Old Gold and Black* sets advertising charges based on a sliding-rate schedule. Discounts are related to advertising space purchased during a semester.

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 value of the contract.

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

National advertisers are not eligible for volume based discounts.

## 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 column inches may be run each week for three weeks in the semester. These ads will run only 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 4,000 per issue. The recommended number of inserts is 6,000. Inserts larger than 11" x 13.5" must be quarterfolded. Inserts should be shipped to *Old Gold & Black*, c/o Stone Printing & 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" or 1 23/25"
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 classifieds on a disc, please note that the *Old Gold & Black* production staff uses Adobe Photoshop, Adobe InDesign, and Microsoft Word on Apple PowerMac computers. You may also e-mail ads to the *Old Gold & Black*. Please make sure these files are in TIFF, PDF or JPG format and provided material matches actual dimensions listed 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 center fold, the ad will be charged for one extra column. Double trucks are available only 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 5 tearsheets will be sent with the bill for all issues in which the ad appeared.

An affidavit certifying insertion will be sent in place of tearsheets for preprinted inserts 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. Advertising more than 19 inches deep will be charged full column depth (21.75 inches).

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

## DISPLAY DEADLINES

Space reservation .....Monday, 5 p.m.  
Copy to be set .....Tuesday, 3 p.m.  
Camera-ready copy.....Tuesday, 3 p.m.  
Photos and line art .....Tuesday, 3 p.m.  
Color notification .....prior Friday, noon  
Double truck notification .....prior Friday, noon

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

### Classified Deadlines

Copy .....Tuesday, 3 p.m.

### Classified Rates

1 run .....\$10    3 Runs ..... \$25

Student advertisers pay only \$4 per run. 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 06-07

### Fall Semester

August 17 **	September 21	October 26
August 24	September 28	November 2
August 31	October 5	November 9
September 7	October 12	November 16
September 14	October 19	November 30

### Spring Semester

January 18	February 22	March 29	May 3
January 25	March 1	April 5	May 21 **
February 1	March 8	April 12	
February 8	March 19 * **	April 19	
February 15	March 22	April 26	

### Special Issues:

August 17- Orientation	October 5- Parents Weekend
August 24- Back-to-School	March 19- Off-Campus Housing
September 28- Homecoming	May 21- Graduation

\* Publication distributed on Monday.

\*\* Contact business office for space reservation deadlines.

*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.

WAKE FOREST  
UNIVERSITY

# OLD GOLD & BLACK

## Advertising Rates and Policies

*Effective August 2006*

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*Published Every Thursday When  
the University is in Session*

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