



Student Publications



The Lion's Roar

SOUTHEASTERN LOUISIANA UNIVERSITY

STUDENT PUBLICATIONS

NATIONAL ADVERTISING RATE SHEET

The Lion's Roar Issue Dates

Summer 2008

June 24

July 15

July 29

Fall 2008

Aug. 12 – *Special Edition Move-in Paper*

Aug. 26

Sept. 9

Sept. 16

Sept. 23

Sept. 30

Oct. 14 – *Homecoming Issue*

Oct. 21

Oct. 28

Nov. 4

Nov. 11

Nov. 18

Dec. 9 – *Final Issue before exams and graduation*

Spring 2009

Jan. 13 – *Special Edition Move-in Paper*

Jan. 27

Feb. 3

Feb. 10

Feb. 17 – *Mardi Gras Issue*

March 3

March 10

March 17

March 24

March 31

April 7 – *Spring Break Issue*

April 28

May 5

May 12 – *Final Issue before exams and graduation*

Circulation - 5,500 copies

The deadline for submitting an advertisement for insertion in the newspaper is **4 P.M. WEDNESDAY** prior to the date of publication.

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Who we are ...

The Lion's Roar is the official newspaper of the students of Southeastern Louisiana University. Distributed on Tuesdays, it is published weekly during regular semesters and monthly during the summer semester. *The Lion's Roar* is planned, written, designed, created and published by the students of Southeastern working in the Office of Student Publications, a part of the Division of Student Affairs. *The Lion's Roar* has been in continuous publication since 1937.

Who we reach ...

With a circulation of 5,500 copies each week delivered to approximately 60 drop-off points in and around Southeastern's campus and the Hammond area, *The Lion's Roar* effectively reaches much of the available market in the region. Advertising in *The Lion's Roar* is the best way to reach an audience of more than 15,000 students and 1,200 employees representing all 50 states and nearly 55 foreign countries. In addition, subscriptions are mailed out across the country to individuals and groups, which helps to comprise a large university market for advertisers.

Our contact information ...

The offices of Student Publications, *The Lion's Roar* and *Le Souvenir*, are located on the second floor in the northwest side of the Student Union rooms 211A, 211D and 211E. Normal office hours are from 8:00 a.m. - 4:30 p.m. Monday - Friday.

By mail:

The Lion's Roar
Office of Student Publications
SLU 10877
Hammond, LA 70402

By phone:

Student Publications:
(985) 549-3731
Fax:
(985) 549-3842

Online:

lfavre@selu.edu
llind@selu.edu
stupub@selu.edu
www.selu.edu/lionsroar

Visit *The Lion's Roar* online @ www.selu.edu/lionsroar for more info

National Advertising Rates

The cost for placing display ads in *The Lion's Roar* are figured per column inch. The **minimum** display ad size accepted is 1 col. x 2" at a cost of \$13.00!

Cost per column inch: \$6.50 (net)

Full Page - \$838.50

1/2 Page - \$419.25

1/4 Page - \$209.50

1/8 Page - \$104.75

Additional/custom sizes available!

Inserts - \$100/ per 1,000

Charges for Color:

•1/4 Page or Larger –

Spot Color - \$80.00/ per color

Full Color - \$320.00

•Less than 1/4 Page –

Spot Color - \$40.00/ per color

Full Color - \$160.00

Payment procedure



All advertising must be paid for at the time the ad is placed, prior to publication. Methods of payment include cash, check or money order. Visa, MasterCard, Discover, and American Express are also accepted. Frequency discounts on ad placement in multiple issues are available. Please call for further details.

Ad submission procedure

Once an advertisement has been accepted and paid for, the actual ad must be submitted to be placed in the newspaper. Electronic submission via email is the preferred method. **Ad materials should be submitted in ADOBE PDF format!** Ad materials may also be submitted in Quark Xpress format provided that all images and fonts are included. Ads materials are **NOT** accepted in Microsoft Word, Publisher, WordPerfect or other formats. The **deadline** for submitting an ad for publication is **4 P.M. the Wednesday** prior to publication

Actual advertisement hardcopy printouts may be submitted on a case-by-case basis, depending on size, resolution quality and other requirements.

Advertisement design services are available for a minimal additional charge to be determined on a case-by-case basis. Please contact our office for further details.

Classified Ads submission and rates

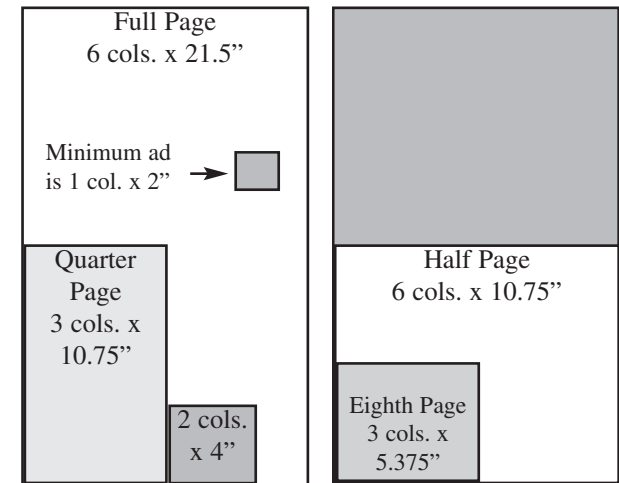
Classified ads are accepted at a flat rate. **The cost of a classified ad is \$10 for a 1 col. x 1" TEXT ONLY advertisement.** Advertisements containing more information than can fit in a classified ad should be placed in a regular display advertisement, which are subject to different rates and size requirements.

BUY ME! This is an example of a 30 word classified ad. Call during normal business hours for details @ 985-549-3731. Text is 9 pt. font and can include CAPS, underlined or **BOLDED** text!

The image above is an example of an actual size classified ad!

Examples of display ad sizes and measurements

Pictured to the right and below are several examples of common display advertisement sizes and their measurements. For example, a 1/4 page ad is 3 cols. X 10.75". That would mean the ad has an actual dimension of 5.75 inches by 10.75 inches. Column widths are shown at the bottom of this page.



The example ad pictured below shows the actual dimensions of a 2 cols. X 3" advertisement. Its measurements equal 3.792 inches wide and 3 inches tall. The total cost of an ad this size would be \$39.00.

YOUR AD COULD BE HERE!!!

DEADLINE FOR SUBMITTING
AN ADVERTISEMENT FOR
INSERTION IN THE NEWSPAPER IS
4 P.M. WEDNESDAY PRIOR
TO THE DATE OF PUBLICATION.

THE LION'S ROAR IS PUBLISHED
AND DISTRIBUTED EVERY
TUESDAY DURING REGULAR
SEMESTERS.

To Place Your Ad, Call

LORRAINE FAVRE AT
PHONE: **(985) 549-3731**
FAX: **(985) 549-3842**
OFFICE HOURS:
MON.-FRI. 8:00 A.M. TO
4:30 P.M.

SOME AD SIZES ARE:

1/8 PAGE 1/2 PAGE
1/4 PAGE FULL PAGE

CUSTOM SIZES ARE AVAILABLE!
FREQUENCY DISCOUNTS
ARE AVAILABLE AS WELL!

Note: The images below are *not* to scale. They are depicted here for the purpose of indicating actual column size only, not as a measurement tool. Actual sizes are larger.

1.833" One column	3.792" Two columns	5.75" Three columns	7.708" Four columns	9.667" Five columns	11.625" Six columns
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