

2007-2008

Student Media Rate Card

“Your Gateway to LSU”

The letters 'LSU' are rendered in a bold, yellow, sans-serif font. The letters are set against a background of a tiger's face, with the tiger's eyes looking directly at the viewer. The tiger's fur is a mix of orange, black, and white stripes. The overall background of the top half of the card is a dark purple with a subtle tiger stripe pattern.

The Daily Reveille
newspaper

The Legacy
magazine

Gumbo
year book

KLSU
radio

Tiger TV
television

Online Media

LOUISIANA STATE UNIVERSITY

STUDENT MEDIA

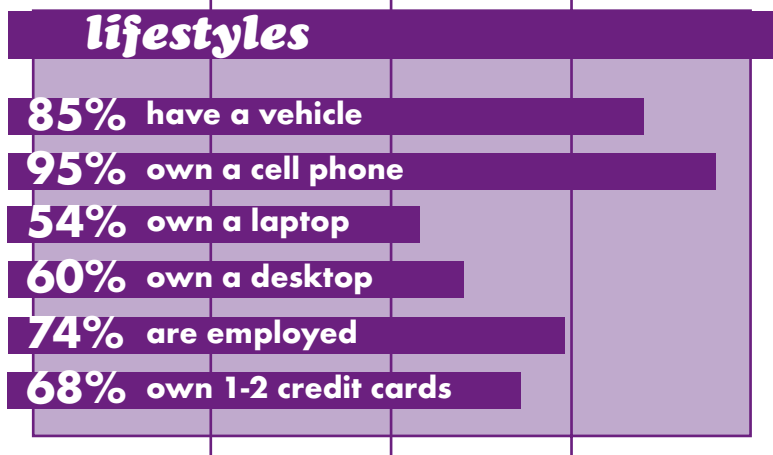
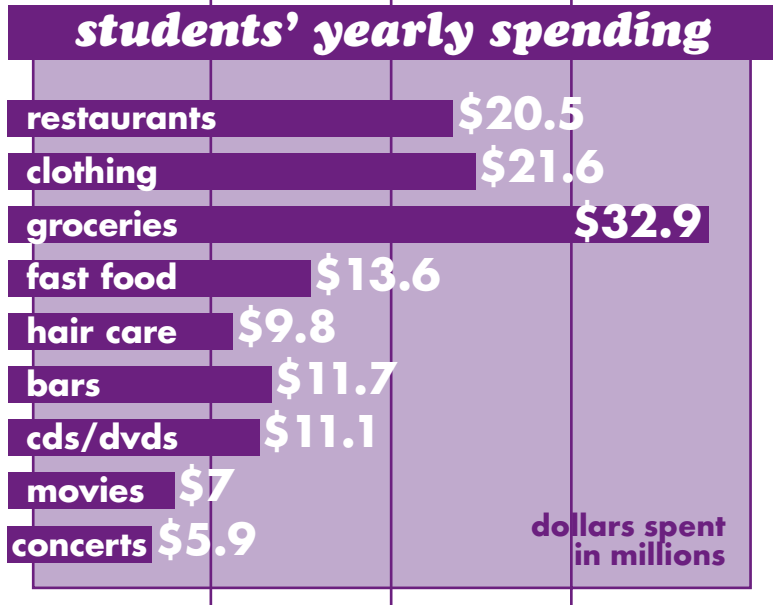
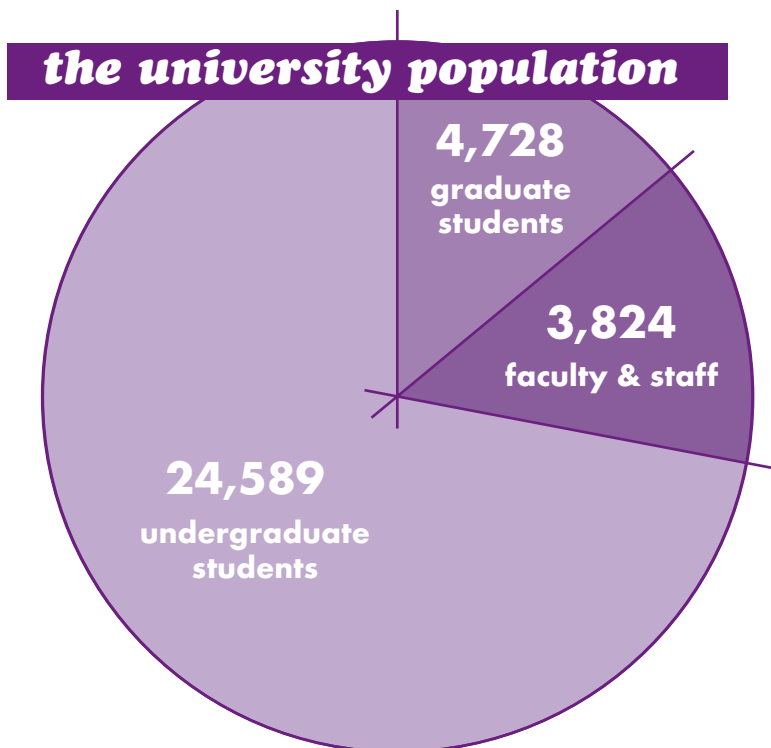
Louisiana State University is a vibrant university community on the move. On any given day you can expose your business to more than **33,000 university students, faculty, and staff.**

LSU students alone have an annual buying power of more than **\$150 million.**

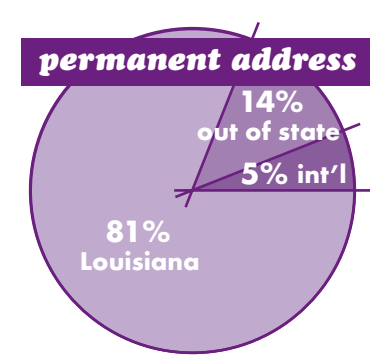
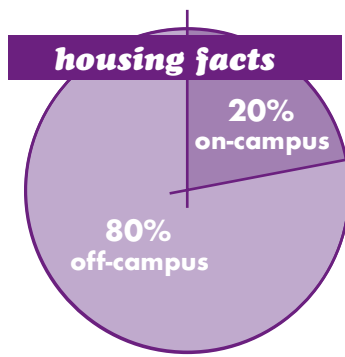
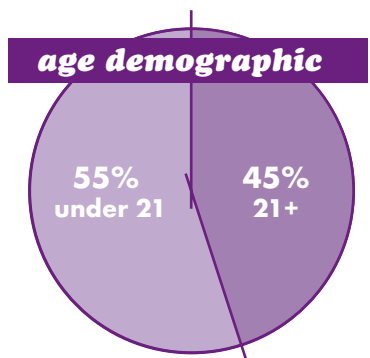
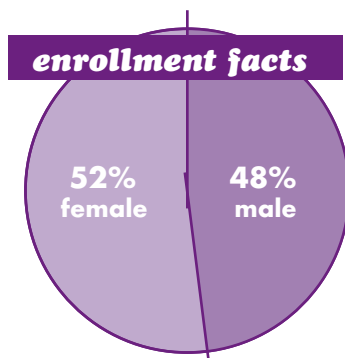
Our staff can provide insight in creating **messages that will resonate with your target demographic** because we are operated by students, for students.

Student Media provides **the most effective advertising vehicles** to reach a college market that is young, highly mobile and difficult to contact.

Pie chart market information based on Fall 2006 Figures provided by the Louisiana State University Office of Budget & Planning.



Bar graph market information based on a survey of 2,488 LSU students by The Public Policy Research Lab Survey, a partnership of the Manship School of Mass Communication's Reilly Center for Media & Public Affairs and the E.J. Ourso College of Business Administration.



august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
Dining Guide						

september

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	Football Guide					

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

december

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

february

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	
Fashion/Spring Break Guide						

march

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	Career Guide				

april

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	Living Guide	

may

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

july

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Reveille publication date in bold Legacy publication date

Reveille Special Section Guides noted in month of publication

Important LSU Dates to Remember

Important LSU Dates to Remember

07 football schedule

Aug 30	Mississippi St.
Sep 8	Virginia Tech
Sep 15	Middle Tennessee
Sep 22	South Carolina
Sep 29	Tulane
Oct 6	Florida
Oct 13	Kentucky
Oct 20	Auburn
Nov 3	Alabama
Nov 10	Louisiana Tech
Nov 17	Ole Miss
Nov 23	Arkansas

Home games in bold.

07-08 academic calendar

Aug. 27	Fall Classes Begin
Sept. 3	Labor Day Holiday
Oct. 10-15	Fall Break
Oct. 15-20	Fall Mid-Terms
Nov. 21-26	Thanksgiving Holiday
Dec. 10-15	Fall Final Exams
Dec. 21	Fall Commencement
Jan. 14	Spring Classes Begin
Jan. 21	MLK Day Holiday
Feb. 4-6	Mardi Gras Holidays
Mar. 3-8	Spring Mid-Terms
Mar. 17-23	Spring Break
May 5-10	Spring Final Exams
May 16	Spring Commencement
Jun. 9	Summer Classes Begin
Jul. 4	Independence Day Holiday

OPEN RATES

Column inches	Campus	Local Billed	National/ Agency Billed	Summer
35 - 70	\$8.50	\$10.50	\$13.50	\$8.60
0 - 34.99	\$8.55	\$10.55	\$15.00	\$9.00

Prices are per column inch (columns x inches high = column inches). All rates are net. Text heavy ads must come camera-ready, or client will be charged \$60/hour for creation of copy.

FULL COLOR

\$1.50 per column inch.
Minimum \$25 - Maximum \$100

Guaranteed Placement BACK PAGE ONLY

Extra 10% of ad space cost.*

Minimum ad space: half page.

Must be color.

First come, first served reservations.

*Percentage is based only on ad space cost and does not include any color charges.

SPECIALS

1. PICK-UP

Pick any ad (Mon - Thurs) to re-run, **unchanged**, in the following Friday's edition for \$8.00 col/in.

2. PRE PAYMENT DISCOUNT

Earn a 5% credit for any payment received prior to the ad running. Payments not received on time will be back-billed for the 5%. (Campus organizations are not eligible)

3. FREQUENCY DISCOUNTS

Clients can run the same ad, **unchanged**, minimum ad size 6 column inches

10 times nets a 5% discount

15 times nets a 8% discount

20 times nets a 10% discount

4. REMNANT SPACE

This is leftover space in a paper –usually less than 4 column inches in each location, and usually ranges from 5 –20 column inches per day. These contracts are set up for billing, and the client is billed WEEKLY for remnant space used. Remnant space sells for \$5 a column inch. Contracts can be set up with parameters pre-set by the client.

CONTRACT RATES

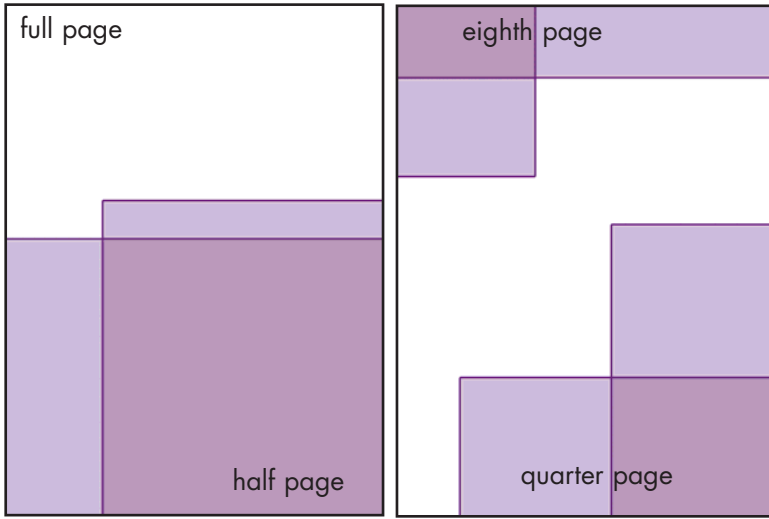
Inches	Local	National/Agency	
200+	\$9.75	n/a	Clients not using remaining inches in contract will be back-billed at the adjusted rate.
501+	\$9.25	n/a	
1001+	\$8.75	\$13.00	
1501+	\$8.00	\$12.50	
2001+	\$7.50	\$11.75	
2501+	\$7.00	\$11.00	

INSERT RATES

Campus departments/groups	\$50 per thousand
Local/Agency/National	\$90 per thousand (full run) \$100 per thousand (partial run)
Secondary Advertising Vehicle	\$130 per thousand (full run) \$140 per thousand (partial run)
Contract Insertion	Buy 3 full runs for \$90 per thousand, get the fourth for \$30 per thousand

- Insertions priced at 8.5 x 11, call for special size pricing.
- A copy of each insert must be sent to The Daily Reveille for content approval three weeks before insertion date.
- Inserts must be received by our printer one week before insertion date.
- Contact your Account Executive for insert shipping information.

COLUMN WIDTHS

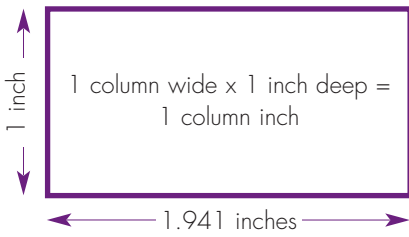


column sizes

No. of cols	Inches
1 column	1.941"
2 columns	4.05"
3 columns	6.158"
4 columns	8.266"
5 columns	10.374"

SAMPLE AD SIZES

Size	Col inches	Example dimensions	Alternate dimensions
Full page	70	10.374" (5 col) x 14"	—
Half page	35	10.374" (5 col) x 7"	8.266" (4 col) x 8.75"
Quarter page	17.5	8.266" (4 col) x 4.4"	4.05" (2 col) x 8.75"
Eighth page	8.75	4.05" (2 col) x 4.375"	10.374" (5 col) x 1.75"



DISTRIBUTION

Fall:	13,000 - 15,000
Spring:	13,000 - 15,000
Summer:	6,500 - 7,000

SPECIAL SECTIONS

Tentative schedule:

- **July** – Freshman Orientation Guide (mail-out)
- **August** – Dining/Entertainment Guide
- **September** – Football Guide
- **February** – Fashion & Spring Break Guide
- **March** – Career Guide
- **April** – Living Guide

Rates (includes full color) and sizes:

- Full page (7.5" x 10") \$550
- Half page (7.5" x 4.875") \$290
- Third page (2.375" x 10") \$205
- Quarter page (3.625" x 4.875") \$165

DISCOUNT

Buy all 6 for 25% OFF

SUBMISSION

- Color files must be in CMYK mode
- All files must be 300 DPI or higher resolution at reproduction size
- All advertisements must be submitted in .pdf, .jpg, or .tiff format
- Contact your account executive for specific settings

DEADLINES

Artwork and space reservations are due two business days in advance.

Publication day	Deadline
Monday	Thursday noon
Tuesday	Friday 5pm
Wednesday	Monday 5pm
Thursday	Tuesday 5pm
Friday	Wednesday 5pm

- * Please check for early deadlines following holidays and student breaks. See print calendar for more details.

cancellations

Advertisers may cancel ads until noon on the day of the deadline without penalty. The Daily Reveille will assess full charges if cancelled after that deadline.

REVEILLE ONLINE

www.lsureveille.com

Web site averages up to 65,000 unique visitors a week.



An online ad can be linked so that viewers can click on it and be taken to your Web site. Think of these links as virtual billboards. They should include your logo, a dominant graphic and a few words.

Horizontal ads appear at the top or bottom of our site, vertical ads appear on the right and left sides, and rectangle ads appear only on the right side of our site.

All ads are run-of-site (placement on all site pages) and run in rotation with other ads of the same size.

Fall semester ads run from August 31 to December 31, 2007. Spring semester ads run from January 1 to May 31, 2008.

ADVERTISING RATES

banner ad rates

Shape	Dimensions	Week	Month	Semester	Year
Vertical Banner	240 px x 120 px	\$10	\$35	\$125	\$350
Horizontal Banner	60 px x 468 px	\$20	\$70	\$300	\$750
Rectangle Banner	250 px x 300 px	\$60	\$150	\$650	\$1,450

e-mail news updates rates

E-mail News Updates
 \$8 a day
 Minimum 2-week order

LEGACY MAGAZINE

Legacy & Gumbo

OPEN RATES

Back Outside Flap	\$300
Front Inside Flap	\$400
Quarter Page	\$145
Half Page	\$305
Full Page	\$475
Page One	\$575
Inside Back Cover	\$605
Inside Front Cover	\$650
Back Cover	\$675

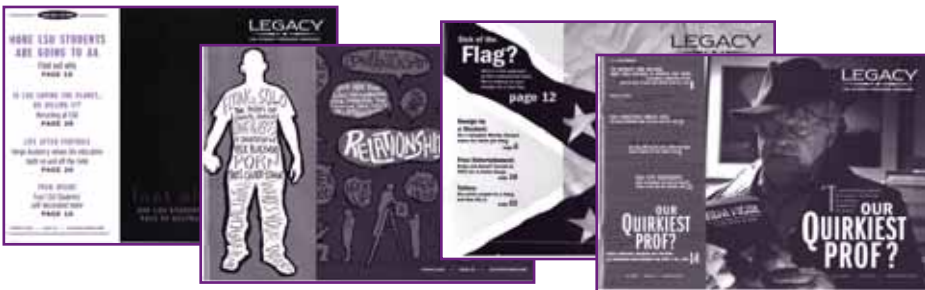
Color is included in the cost of the ad and must include a 1/8" bleed.

Publication Dates	Deadlines
Sept 17	Aug 22
Nov 5	Oct 5
Feb 18	Jun 23
April 14	May 7

Year-Long Special

Place an ad in the first three issues at regular price, and the last issue is FREE with a contract signed for all four issues.

05-06



06-07

GUMBO YEARBOOK

RATES

Full Page	\$350
Half Page	\$225
Quarter Page	\$150

Color is included in the cost of the ad.

KLSU 91.1 fm A



RATES

All rates are for spots to run on a rotating basis 6 am - 11 pm.

Prices are per :30 spot.

20 - 50 spots \$6/spot

51 - 100 spots \$5/spot

101+ spots \$4/spot

On-Campus \$4/spot

(I.T. or prepaid campus organization)

Specific dayparts (min. 3 hour increments) can be purchased for an additional 50% added to the cost of each spot.

Minimum purchase is 20 spots

Fewer than 20 spots = \$15/spot

SPECIALTY SHOW RATES

1-hour specialty show

\$100 per week

- 15 underwriting announcements per week
- 3 in-show underwriting announcements
- One 2x3 ad in The Daily Reveille to promote your show with your logo.

2-hour specialty show

\$120 per week

- 20 underwriting announcements per week
- 6 in-show underwriting announcements
- One 2x3 ad in The Daily Reveille to promote your show with your logo

3-hour specialty show

\$135 per week

- 25 underwriting announcements per week
- 9 in-show underwriting announcements
- One 2x3 ad in The Daily Reveille to promote your show with your logo

4-hour specialty show

\$150 per week

- 30 underwriting announcements per week
- 12 in-show underwriting announcements
- One 2x3 ad in The Daily Reveille to promote your show with your logo

BREAK UNDERWRITERS

traffic

Plays at :10, :30, and :50 past the hour AM (6 - 9am) or PM (3 - 6pm) available

Three: 15 spots/hour

\$150 a week for AM or PM

sports & news

News update plays at :20 past the hour

Sports update plays at :40 past the hour AM (6 - 9am) or PM (3 - 6pm) available

One :30 spot/hour

\$95 a week for AM or PM

\$25 a day for AM or PM

REMOTES

\$250 per two-hour remote

\$350 per three-hour remote

Includes:

- 20 spots promoting the remote during the prior week
- Talent, production, table cover & giveaways
- 5 promotional T-shirts or KLSU premiums

All remotes must be requested two weeks in advance and paid in full prior to broadcast

DEADLINES

Final scripts for underwriting announcements must be received two business days prior to broadcast

Adults spend more time with radio than any other medium - it is accessible from home, car, & work.

75% of all consumers are reached by radio everyday!

Source: RADAR, 1998

All contributions to KLSU are 100% tax deductible.

UNDERWRITING

Underwriting differs from advertising with a commercial radio station. Licensed through LSU, KLSU adheres to underwriting rules and regulations set by the FCC (Federal Communications Commission.) KLSU does not make quantitative, partisan, or qualitative statements or make calls to action. KLSU promotes slogans, locations, and neutral descriptions of products or services.

SUBMISSION REQUIREMENTS

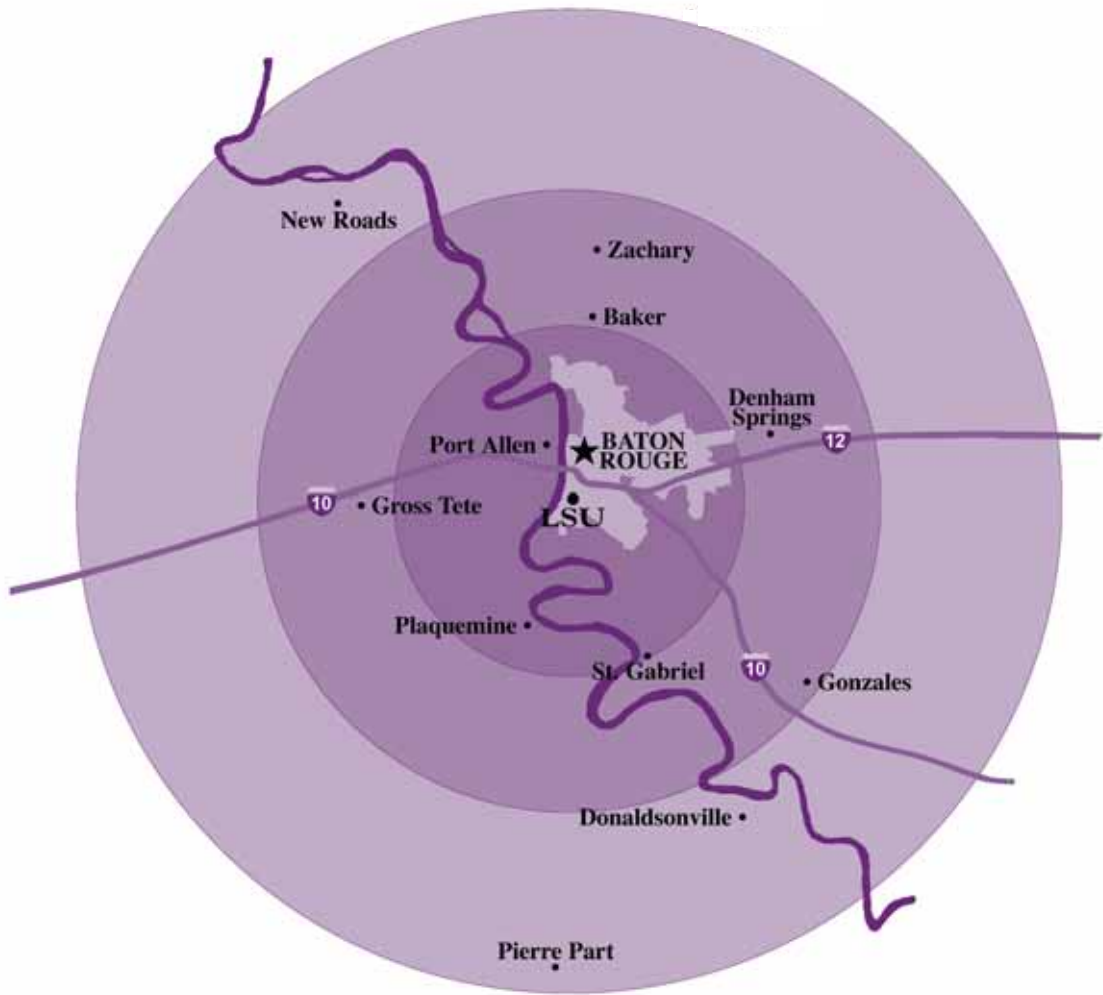
All radio commercials must be submitted in .MP3 or .WAV format.

DISCOUNTS

Underwrite a specialty show, news break, sports break, or traffic break for multiple weeks or months and receive the following volume discounts.

- **Buy 4 weeks** - get the 5th week 25% off
- **Buy 8 weeks** - get the 9th & 10th weeks 30% off
- **Buy 4 months** (16 weeks/one semester) - get two additional weeks 50% off
- **Buy 2 semesters** (32 weeks) - get two weeks FREE!

KLSU 91.1 FM COVERAGE MAP



key

- Local coverage
- Distant coverage
- Fringe coverage
- 10 miles



CAMPUS CHANNEL 75

ORIGINAL PROGRAMS COMMERCIALS

Different show options on Tiger TV:

- Sports Showtime
- Newsbeat
- InFocus (Public Affairs)
- Specialty Shows

Each show airs twice a week on Tiger TV. All residential halls, Greek houses, and campus facilities receive these broadcasts. Additionally, they are rebroadcast on cable to general audiences. Includes four in-show 30-second spots.

Total investment: \$200 a week

\$350/standard 30-second commercial production.

- Up to four hours of taping
- One camera with light
- Production review with one-time revision
- Final product delivered on DV tape, DVD or VHS (client's choice)

Additional services:

- Revisions—\$50/hr
- Additional taping—\$60/hr
- Studio use—\$100/hr
- Extra copies of commercial—\$5/ea

DISCOUNTS

- Buy four shows, the fifth is \$150
- Buy eight shows, the ninth and tenth are \$140 each
- Buy a semester sponsorship, the last two weeks are \$100 each
- Buy two semesters (30 weeks) at \$150/week

INFO-GRAPHICS

They resemble a print ad or slide, and are shown for 10 seconds. *Minimum purchase of 20 (less than 20 = \$10 each).*

times aired	cost
< 100	\$4 each
100+	\$3 each
300+	\$2 each

INFOMERCIALS

Tiger TV may air your pre-recorded infomercials, based on station manager approval.

Sponsorships available for 3–5 minute topical videos (that Tiger TV will provide). Ask your rep for a list and more detailed information.

length (mins.)	cost
60	\$200/airing
30	\$150/airing
15 (or less)	\$125/airing

SUBMISSION REQUIREMENTS

All television commercials must be submitted on DV tape.

CINEMA PACKAGES

Tiger TV airs ten first-run movies a week as a part of its programming line-up. The movie programming is exclusively presented by the "Tiger TV Cinema Presenters."

just cinema package

- Production of one 30-second commercial
- One commercial to air before and after each Tiger TV movie (six commercials a day)
- Logo inclusion on one daily ad (3 col. x 5") in The Daily Reville listing movie times
- Logo inclusion on four full-page color ads in each issue of the Legacy
- Logo inclusion on one full-page color ad in The Gumbo
- Logo inclusion on the "Movies" page of Tiger TV's Web site, tigertv.tv

**Package Price = \$6,000 per year
\$4,000 per semester
(a \$41,813 value)**

cinema maxima package

In addition to the items in the "Just Cinema" package, clients will also receive:

- Production of an additional 30-second commercial
- Four half-page color ads in the Daily Reville (two per semester)
- Thirty quarter-page black & white ads in The Daily Reville (one per week)
- Six half-page, full-color ads in six special section guides inserted in The Daily Reville
- Three underwriting announcements on KLSU each day that Tiger TV airs

**Package Price = \$7,500 per year
\$5,500 per semester
(a \$55,073 value)**

august							september							october						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							1		1	2	3	4	5	6
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													

november							december							january						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30	31		
							30	31												

february							march							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2							1			1	2	3	4	5
3	4	5	6	7	8	9	2	3	4	5	6	7	8	6	7	8	9	10	11	12
10	11	12	13	14	15	16	9	10	11	12	13	14	15	13	14	15	16	17	18	19
17	18	19	20	21	22	23	16	17	18	19	20	21	22	20	21	22	23	24	25	26
24	25	26	27	28	29		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

may							june							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2							1			1	2	3	4	5
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31	1	2

● regular KLSU line-up
 Tiger TV movies
 Tiger TV original programming and movies

Important LSU Dates to Remember

Important LSU Dates to Remember

07 football schedule

Aug 30	Mississippi St.
Sep 8	Virginia Tech
Sep 15	Middle Tennessee
Sep 22	South Carolina
Sep 29	Tulane
Oct 6	Florida
Oct 13	Kentucky
Oct 20	Auburn
Nov 3	Alabama
Nov 10	Louisiana Tech
Nov 17	Ole Miss
Nov 23	Arkansas

Home games in bold.

07-08 academic calendar

Aug. 27	Fall Classes Begin
Sept. 3	Labor Day Holiday
Oct. 10-15	Fall Break
Oct. 15-20	Fall Mid-Terms
Nov. 21-26	Thanksgiving Holiday
Dec. 10-15	Fall Final Exams
Dec. 21	Fall Commencement
Jan. 14	Spring Classes Begin
Jan. 21	MLK Day Holiday
Feb. 4-6	Mardi Gras Holidays
Mar. 3-8	Spring Mid-Terms
Mar. 17-23	Spring Break
May 5-10	Spring Final Exams
May 16	Spring Commencement
Jun. 9	Summer Classes Begin
Jul. 4	Independence Day Holiday

LIVING EXPO

DESCRIPTION OF EVENT

The fifth annual Living Expo event will be hosted on April 16, 2008 by Student Media in the Union Ballroom. The Living Expo features apartment complexes, condominium communities, gyms, restaurants, banks, and any vendor that fits into a student's lifestyle and needs. This year's event will have a universal theme, and will also feature other aspects of student life to attract more student attendance and interaction.

SPONSORSHIP LEVELS

One Table Package\$300
Two Table Package\$550
Collaborative Partner Package\$1850
Presenting Partner Package\$3500

* ask your sales rep for package details and additional options



"The LSU Student Media Living Expo was a great success for the Baton Rouge Symphony Orchestra and we would definitely like to be back in 2008."

- Allen Wagner, Baton Rouge Symphony Orchestra

"The atmosphere of the event was upbeat and fun. Students were very intrigued about the different participants in the Expo."

- Cherie William, Southdowns Gym



"I've died and gone to heaven."

"I like free stuff. It's like Mardi Gras."

"This makes looking for an apartment really easy. It is not so overwhelming or intimidating."

-Student responses to the Expo

INTEGRATED MARKETING

Customized packages available to meet your business needs

DEFINITION

Integrated Marketing is an opportunity for Student Media to deliver complete multimedia marketing solutions to each of our clients' marketing needs. Integrated Marketing packages are completely customized to fit each client's unique needs. Packages can be large or small, but each is uniquely created to deliver measurable results in a way that allows our clients to utilize a customized combination of Student Media's advertising vehicles. No cookie-cutter solutions here, just real results reaching real people for real businesses like yours.

Integrated Marketing is your **ONE** solution to truly saturate the **LSU community** and the millions of dollars it is spending every year. Student Media's Integrated Marketing is truly your gateway to the LSU community.

MEDIUMS

- The Daily Reveille
- Legacy
- Gumbo
- KLSU 91.1 FM
- Tiger TV
- Student Media Special Events
- Special Sections & Guides
- On-Line
 - lsureveille.com
 - klsu.fm
 - tigertv.tv
 - lsulegacymag.com
 - news and sports e-mail updates

SAMPLE ANNUAL PACKAGE

- Quarter page color ad every week in The Daily Reveille
- Half page color ad in all 6 Special Section Guides
- Full page color ad in Graduation Guide
- Vertical banner ad every week on lsureveille.com
- Full page color ad in the Gumbo
- Afternoon traffic break sponsor every day on KLSU
- Two Tiger TV info-graphics a day
- Living Expo booth

Total Package Valued at: \$16,481.04

Total Package Price = \$9,895.00

Monthly Payments (10) = \$989.50

Client saves 40% (\$6,586.04)!

ONE MONTH BLITZ CAMPAIGN

- Quarter page color ad in The Daily Reveille every Mon & Thurs
- Rectangle ad on lsureveille.com
- Daily afternoon traffic break sponsor on KLSU
- Two-hour specialty show underwriter for KLSU
- Four info-graphics a day on Tiger TV

Total Package Valued at: \$3,218.04

Total Package Price = \$1,941.00

Client saves 40% (\$1,277.04)!

TERMS OF PAYMENT

- Terms of payment are net 30 days.
- Student Media accepts cash, checks, Visa and Mastercard.
- A \$25 fee will be charged for all returned checks.
- Advertisers whose accounts are unpaid after 30 days will be charged a late fee of one percent per month on a compound basis until payment is received and balances are current. At 90 days, all advertising and underwriting with Student Media will be put on hold until the account is brought current. Failure to pay within 120 days will result in the account being turned over to collections.
- Advertisers must have been in business three years and submit an application for credit before receiving an approved credit account.
- Student Media does not extend credit to bars, bands, travel, furniture, or tanning companies.
- LSU departments should provide an I.T. number for advertisements.

MAKE-GOODS

- In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. If your ad has an error in it, report it immediately. The Daily Reveille's liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue.
- Make-goods will be made for the portion of the advertisement in error, when it is an error of Student Media. The decision of a make-good ad is at the discretion of the particular medium's Sales Manager.
- Allowances will be made only for errors that materially affect the value of the advertisement. Student Media will not be responsible for copy changes by phone.
- Any problems with an advertisement or commercial must be addressed within 10 business days to be eligible for a make-good.

ANNUAL CONTRACTS

- Annual contracts are valid for one year. The contract becomes effective on the date it is signed and is not retroactive to any date prior to signing. Advertisers will be charged for the difference in rates should the annual agreement not be met.
- It is the advertiser's responsibility to use all advertising within the one-year agreement. There will be no refunds.

GENERAL POLICIES

- Student Media reserves the right to reject any advertisement. Advertisements that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation or gender will not be accepted. Advertisements that Student Media deems false or misleading will be rejected.
- Advertisements for products, services or promotions that are illegal in the state of Louisiana also will be rejected.
- All alcohol advertisements must include "Please drink responsibly" in at least a 12-point type size.
- The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed in Student Media and also assumes any claims made against Student Media.
- Student Media is not responsible for errors in advertising copy accepted after deadlines or when proof has been approved by the advertiser.
- Placement is never guaranteed unless it is specifically mentioned on insertion orders at an extra charge.
- Advertising and editorial copy or station programming are independent of one another.
- Student Media assumes no liability for failure to publish an advertisement or for the financial loss of business due to that failure.
- Any ad placed in The Daily Reveille exceeding 14 inches in depth will be billed at 16 inches.
- Rates are subject to change.
- Credit can be revoked at any time at the discretion of the Business Manager.
- The Daily Reveille does not grant refunds for any classified ads.

CREDIT ADJUSTMENTS

- All questions relative to charges should be directed to either the particular medium's Sales Manager or the Business Manager. Only those individuals are authorized to make adjustments to charges for advertisements.
- Student Media does not grant refunds.

Billing questions can be addressed to a Student Media's Business Manager at (225) 578-7473.

We Accept



&



Student Fun Fact Sheet

Most pending

technology purchases included:

- 16%** iPods
- 15%** Digital Cameras
- 15%** Cell Phones

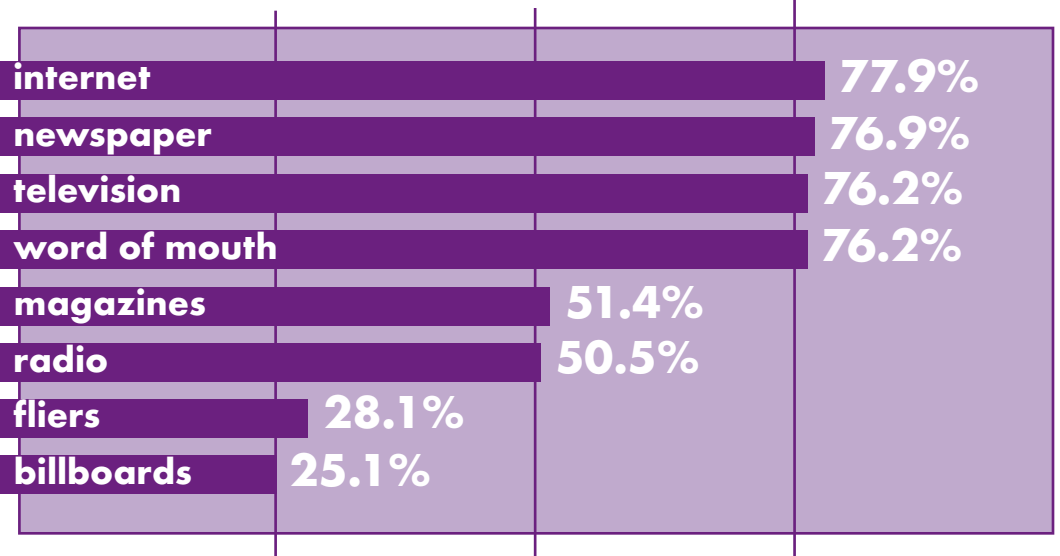
The likelihood of **student purchases** on various items in

the next 6 months:

- 90%** most likely to purchase clothing
- 54%** most likely to purchase music cd's
- 22%** music downloads

Over **40%** likely to purchase or rent housing

The Students' Source of Information



Students are

more mature than the general perception of who an LSU Student is

- Almost **50%** of LSU students are **21 or older**
- The freshman class only outweighs the senior class by about **600 students**
- **4 out of 5** students live off campus



Daily Reveille



Legacy



Reveille Online



Gumbo



KLSU



Tiger TV



Contact us :

phone 225 . 578 . 6090 **fax** 225 . 578 . 0576

www.lsu.edu/student media

Louisiana State University
Office of Student Media
B-34 Hodges Hall
Baton Rouge, LA 70803