

**No need to fret,  
you've found the missing piece...**



# **CRESCENT**

magazine

**It's trendy. It's edgy.  
It's what students want.  
It's College Culture Upfront.**

*The University of Evansville offers its popular student magazine to help you reach its multifaceted students*

**2010–11 Advertising Rates & Information**

**Crescent Magazine** is committed to bringing your products and services to students and the University of Evansville community in order to meet your advertising needs. Here are just a few facts about Crescent Magazine, magazines and magazine advertising.

- **Magazines Appeal to Younger Adults** – Magazines are universally appealing, with 85 percent of U.S. adults 18 and older reading them. (Source: MRI, Fall Study 2007)

- **Consumers Trust Magazine Advertising the Most** – A Simmons' Multi-Media Engagement study found that consumers trust and believe magazines and magazine advertising more than other media, regardless of the consumer's age.

- **Magazines and Magazine Advertising Garner Attention** – Studies show that when consumers read magazines they are much less likely to engage in other media or to take part in non-media activities compared to users of TV, radio or the Internet.

- **Magazines Have a Long Shelf Life** – Magazines are generally kept for a length of time. They are portable and are a good digest of events when away from the computer.

- **Magazines Provide a Sensory Experience** – The feel of quality paper and the look of glossy photos and contemporary design cannot be replicated digitally.

- **Magazine Websites Provide Reach** – The number of magazine websites has increased 53% since 2004, extending the influence of a magazine's editorial and advertising messages to an even wider audience.

## QUICK FACTS

**Phone:** (812) 488-2223 (Marketing & Sales Director) or (812) 488-2221 (Sales Associate)

**Hours:** 10 a.m. to 4 p.m. Monday through Friday

**Mailing Address:** Crescent Marketing & Sales, University of Evansville, Ridgway Center, 1800 Lincoln Ave., Evansville, Ind. 47722

**FAX:** (812) 488-2224. Instructions and text suggestions only. Fax quality does not allow for reproduction.

**E-mail:** crescentadvertising@evansville.edu

## CIRCULATION

- Crescent Magazine is published seven times during the academic year, beginning in October and ending with the May issue.

- Circulation is 1,700, with distribution to 18 locations on campus. The first copy is free. Each additional copy is \$2.50.

## ELECTRONIC SUBMISSION

**Instructions:** Please e-mail photos, logos, other images or the designed ad

as a PDF by the materials deadline date to: crescentadvertising@evansville.edu.

**Resolution:** Include all high resolution CMYK or grayscale images at 300 DPI, the minimum resolution requirement for images printing at 100%. Line screen is 150 LPI.

**Image Size:** Provide the largest and highest quality images whenever possible for the best reproduction.

- Images downloaded from websites that are less than 300 DPI or saved as JPEG or GIF are not suitable for print. TIFF is the preferred format.

- Crescent Magazine reserves the right to substitute images if the images submitted are not in the correct resolution, color mode or format.

**Color:** Do not use RGB when creating any part of an ad. If four-color process is desired, CMYK must be used for photos, logos, other images and other elements of an ad.

- Do not use color artwork in a black and white ad.

**Fonts:** All fonts must be Macintosh compatible. If the advertiser is creating the ad, all fonts must be embed in the PDF. Do not subset or allow substitution of fonts when converting to a PDF file.

- Crescent Magazine reserves the right to make substitutions if a font is not embedded or supplied.

**Software and Formats Accepted:** Only the following formats are accepted: PDF, Photoshop (.tif), Illustrator

(.ai) and InDesign. No other software types are accepted.

- PDFs are preferred since all copy, images and fonts can be embedded into a single, complete file. Resolution must be 300 DPI.

- No printer's marks should be placed inside the live area.

- Ads should be e-mailed to crescentadvertising@evansville.edu.

## AD DESIGN

- Advertising design services are available at no extra cost. This service includes design of your ad and two electronic proofs. Each additional proof is \$10.

- Copy specifications must be submitted in writing and can be faxed or e-mailed.

- Crescent Magazine and its advertising is designed using Adobe products on Macintosh computers.

- If you have images and/or fonts you want used in your ad, please e-mail them as attachments to: crescentadvertising@evansville.edu. Please include the name of the ad in the subject line.

- Ads designed by the design staff are the property of Crescent Magazine and cannot be reproduced without written permission.

## PAYMENT

- Cash, check, Visa and MasterCard accepted.

- Advertisers with established accounts and good payment histories may be billed.

- Credit is not extended to first-time advertisers or those with poor payment histories. First-time advertisers and those with poor payment histories must pay for advertising in advance.

- Tearsheets and invoices are sent the first of each publication month.

- Terms: Payment is due on receipt of invoice unless other arrangements have been made. Past due accounts are subject to a late charge of 1.5%, with a minimum of \$1 per month.

- Advertising is refused until balance is paid in full if payment is not made in accordance with these terms.

- Billing questions should be directed to (812) 488-2725.

### **INTERNAL CHARGE**

- On-campus advertisers paying by ICA should credit account 10-26-472770-42000.

- A copy of the ICA must be sent to Crescent Magazine for the account to be properly credited.

### **INSERTS**

Cost per issue . . . . . \$300

- Must be placed in the entire press run. (1,700 copies)

- Inserts are designed, printed and delivered to Princeton Publishing by the advertiser.

- Deadline for delivery to the printer is the 15th of the month prior to the publication month.

- A copy of the insert must be submitted for approval by the materials due date of the publication month.

- Minimum size: 5.5" by 7.5"

- Maximum size: 11" by 15" folded horizontally

- A \$40 folding charge will be incurred if the insert extends beyond the maximum size dimensions.

- Inserts must be shipped ready to insert to:

Crescent Magazine  
(Publication Month)  
c/o Princeton Publishing Inc.  
100 N. Gibson St.  
Princeton, Ind. 47670-0321  
(800) 467-5130

### **GENERAL TERMS & CONDITIONS**

- Crescent Magazine will make reasonable efforts to see that all ads are published/inserted as ordered. It will not be responsible for any damages from failure to run an ad or an insert.

- Crescent Magazine does not publish ads that discriminate on the basis of race, color, gender, sexual orientation, religion, national origin or physical handicap or that reflects unfavorably on competing organizations, institutions or merchandise. No ads are accepted that subjugate either sex to an inferior role.

- Crescent Magazine does not accept ads that are offensive to the good taste and standards of the community.

- Crescent Magazine does not accept ads that are misleading, deceptive, exaggerate or make unwarranted claims.

- Crescent Magazine does not accept ads that encourage the evasion or violation of a law, regulation or ordinance.

- Crescent Magazine does not accept ads written in a foreign language unless there is time to verify the message.

- Crescent Magazine does not accept ads where money has to be sent to a post office box address.

- Ads that resemble editorial material will have a border placed around them and the word "Advertisement" will be placed at the top. Identification of the sponsor(s) of a political ad is required. All such ads must be paid for at the time of placement and will carry "Paid Political Announcement."

- Advertisers forwarding insertion orders that contain incorrect rates or conditions are advised that the advertising called for will be inserted and charged in accordance with the rates stated in this guide.

- If an ad runs that contains an error that is the fault of Crescent Magazine, it is the advertiser's responsibility to notify the Marketing & Sales Director that the

error occurred within ten (10) days of publication. After this period, Crescent Magazine is exempt from any liability.

- Crescent Magazine assumes no financial responsibility for typos or other errors that do not distract from the advertising message.




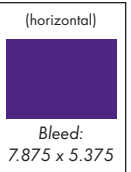
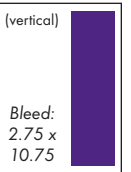
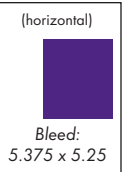
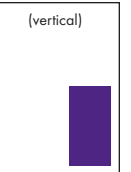
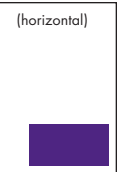

- All advertising is subject to editing, altering, approval or rejection by the Marketing & Sales Director.

- The advertiser and/or the advertising agency agrees to defend and indemnify Crescent Magazine against any liability, loss or expense arising from the claims of libel, unfair competition, patents, violations of privacy rights, infringement of copyrights and propriety rights resulting from the publication of an ad.

- The ultimate authority in determining whether or not an ad is acceptable resides with the Marketing & Sales Director and/or the Director of Student Publications.



## SIZES & MECHANICAL GUIDELINES (All measurements in inches)

COVERS	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/3 PAGE	1/6 PAGE	1/6 PAGE	BOX
								
8.25 x 10.75	7.25 x 9.625	4.75 x 9.625	7.125 x 4.75	2.25 x 9.625	4.75 x 4.75	2.25 x 4.75	4.75 x 2.375	2.25 x 2.25

## RATES

Covers	5-7 Issues	3-4 Issues	1-2 Issues
Back Cover	\$515.00	\$540.00	\$575.00
Inside Front	\$485.00	\$510.00	\$545.00
Inside Back	\$455.00	\$480.00	\$515.00

## Color Rates

Sizes	5-7 Issues	3-4 Issues	1-2 Issues
Full Page	\$440.00	\$460.00	\$480.00
2/3 Page	\$335.00	\$355.00	\$375.00
1/2 Page	\$235.00	\$255.00	\$275.00
1/3 Page (h/v)	\$165.00	\$180.00	\$195.00
1/6 Page (h/v)	\$ 95.00	\$110.00	\$125.00

## Black & White Rates

Sizes	5-7 Issues	3-4 Issues	1-2 Issues
Full Page	\$365.00	\$385.00	\$405.00
2/3 Page	\$275.00	\$295.00	\$315.00
1/2 Page	\$190.00	\$210.00	\$230.00
1/3 Page (h/v)	\$120.00	\$140.00	\$160.00
1/6 Page (h/v)	\$ 70.00	\$ 80.00	\$ 90.00
Box (no multiple issue discount on box size ad)			\$ 45.00

## ISSUE MONTH

October  
November  
December  
February  
March  
April  
May

## CLOSING DATE

August 19  
September 16  
October 14  
November 23  
January 13  
February 17  
March 17

## MATERIALS DUE

August 24  
September 21  
October 19  
November 30  
January 18  
February 22  
March 22

Ads will only be accepted after closing if space and design time permits.  
Ads canceled after the materials due date are charged in full.

## OTHER IMPORTANT INFORMATION:

- Trim Size: 8" x 10.5"
- Printing: Sheet-fed Lithography
- Binding: Saddle Stitch
- Live matter: Should be at least 1/4" from trim edge.
- Bleeds: Dimensions shown above. No bleeds on 1/6 page ads or box.
- Crescent Magazine is produced with Adobe products on a Macintosh platform.
- All rates NET. Commission should be added to rate.

- Other than covers, location not sold or guaranteed, but will be accommodated, if possible.
- Space is sold on a first-come, first-served basis with priority given to advertisers on contract for three or more insertions. All rates are USD.
- Verbal orders are not binding. All orders and instructions, whether for contracts or single insertions, must be received in writing prior to closing.
- No multiple-insertion discount rate given without multiple-insertion order contract on file.

## SENIOR STAFF

**David Riedford**

Marketing & Sales Director

**Brad Kastrup**

Sales Associate

**Taylor Paquette**

Marketing Assistant

**Amanda Topper**

Assistant Creative Director

**Rachel Solava**

Writing Director

**Brennan Girdler**

Writing Editor

**Kristin Benzinger**

Assignment Editor

**Lacey Conley**

Editing Director

**(812) 488-2221 or 2223 • crescentadvertising@evansville.edu**

Receive free advertising on [ucrescentmagazine.com](http://ucrescentmagazine.com) with the placement of three ads or more of at least 1/3 page in size