

# The Rotunda

LONGWOOD UNIVERSITY



Founded in 1839 in Farmville, Virginia, Longwood University is a co-educational, comprehensive state institution offering programs leading to Bachelor's and Master's degrees in a wide variety of subjects. The Rotunda was established in 1920 as the student newspaper at Longwood University. It is published weekly during the academic year with 2,000 copies reaching over 4,000 students. Advertising opportunities for 2011-2012 include display advertising, premium display placement and classified advertising.

## GENERAL INFORMATION

<i>Frequency:</i>	Weekly
<i>Days Published:</i>	Wednesday
<i>Circulation:</i>	2,000
<i>Readership:</i>	4,000
<i>School Location:</i>	Farmville, VA
<i>Metro Area:</i>	Richmond, VA
<i>School Enrollment:</i>	4,832
<i>Format:</i>	6 Column Broadsheet
<i>Full Page Size:</i>	6 col. (11.0") x 22.0"
<i>Column Width:</i>	1) 1.83"    4) 7.32" 2) 3.66"    5) 9.15" 3) 5.50"    6) 11.0"

*Please note: The Rotunda does NOT accept online advertising or inserts.*

## DEMOGRAPHICS

<i>School Type:</i>	4 Year Public
<i>Highest Degree:</i>	Masters
<i>2010 - 2011 In-State Tuition:</i>	\$9,855
<i>2010 - 2011 In-State Student Expenses:</i>	\$22,869
<i>Most Popular Degrees:</i>	Liberal Arts & Sciences / Business
<i>Male/Female Ratio:</i>	35% M/65% F
<i>On Campus Housing:</i>	Yes
<i>Graduation Rate:</i>	58%
<i>Transfer Out Rate:</i>	12%
<b>Ethnicity</b>	<b>Percentage</b>
White:	84%
Black (Non Hispanic):	6%
Hispanic:	2%
Asian/Pacific Islander:	1%
American Indian/Alaskan Native:	1%
Race/Ethnicity Unknown:	3%
Non-resident/alien	1%

## DISPLAY ADVERTISING

### Column Inch Rates: (Black & White)

**Description:** National/Open Rate  
**PCI Rate:** \$6.00

### Modular Sizes (Black & White):

<b>Description:</b>	<b>Size (W x H):</b>	<b>Rate:</b>
Full Page:	6 col (11.0") x 22.0"	\$520.00
Half Page Vertical:	3 col (5.5") x 22.0"	\$260.00
Half Page Horizontal:	6 col (11.0") x 11.0"	\$260.00
Quarter Page Vertical:	3 col (5.5") x 11.0"	\$130.00
Quarter Page Horizontal:	6 col (11.0") x 5.50"	\$130.00

### Premium Display Space & Sizes:\*

*(Black and white unless otherwise noted)*

<b>Description:</b>	<b>Size (W x H):</b>	<b>Rate:</b>
Double Truck:	12 col (22.0") x 22.0"	\$1,040.00
Page 3/Inside Cover,		
Full Page Ad:	6 col (11.0") x 22.0"	\$650.00
Back Page, Full Color Ad**:	6 col (11.0") x 22.0"	\$775.00

*\*All premium display advertising is subject to availability.*

*\*\*Color ads only.*

### Size Restrictions:

- Minimum size to place an ad: 10 column inches
- Ads more than 20.0" in height will be billed at the full page height of 22.0"

### Color Rates (Back Page Only):

<b>Description:</b>	<b>Rate:</b>
Full Back Page, CMYK:	\$775.00

*Please note: The Rotunda only accepts color advertising for back page ads. Color ads of any other size will NOT be accepted.*

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## DISPLAY ADVERTISING DISCOUNTS\*

### Frequency Discounts:

Min Insertions:	2	4	7	10
Max Insertions:	3	6	9	12
Discount:	5%	10%	15%	20%

### Bulk Contracts:

Column Inches:	500	1000
PCI Rate:	\$5.00	\$4.50

*\*The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.*

## CLASSIFIED ADVERTISING

### Classified Rates:

Description	Rate
50 (qty) words	\$40.00

### Classified Discounts

- Run in all issues in a given semester and receive 10% off.
- Run in all issues in a given academic year and receive 15% off.



## BASIC CREATIVE REQUIREMENTS

- PDF with all fonts embedded
- EPS file with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale

## PUBLICATION SCHEDULE

### Fall 2011

- August 17 – Freshman Orientation Issue
- August 31 - Back to School Issue
- September 7
- September 14 – Study Abroad Fair Issue
- September 21
- September 28
- October 5
- October 19
- October 26
- November 2
- November 9
- November 16
- November 30

### Spring 2012

- January 25
- February 1
- February 8
- February 15
- February 22
- February 29
- March 7
- SPRING BREAK
- March 28
- April 4
- April 11
- April 18
- April 25 - Graduation Issue

Academic Calender  
<http://www.longwood.edu/academicaffairs/19429.htm>

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## DEADLINE & CONTACT INFORMATION

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Friday, October 30th, your artwork and space reservation is due Wednesday, October 21st.

The Rotunda has hired MediaMate to be its exclusive Ad Manager. **MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates.** Please be sure to update your contact information for The Rotunda to the below to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505, Andover, MA 01810 or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.

**MEDIA/MATE**  
tm

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