



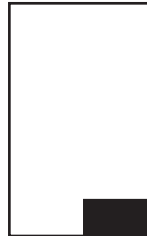


Lindenwood's student newspaper is a weekly broadsheet (11.5 x 21.375 inches, six-column format) with a circulation of 1,600 among more than 9,000 resident and commuter students, faculty and staff on the St. Charles campus, with an average student age of 21.3.

Display Ads

Standard Rates

Full Page  \$650 6 col. x 22 in.	1/2 Page  \$350 6 col. x 11 in.	1/4 Page  \$180 3 col. x 11 in.
1/8 Page  \$90 3 col. x 5.5 in.	1/16 Page  \$45 3 col. x 2.5 in.	

Open Agency Rates

Local: \$6 per column inch

1 column inch = 1.778 inches wide

2 col. = 3.722 in.
3 col. = 5.667 in.
4 col. = 7.611 in.
5 col. = 9.556 in.
6 col. = 11.5 in.

Design Rates

Need help with designing? We can do that!

Full Page = \$100

1/2 Page = \$75

1/4 Page = \$50

1/8 Page = \$25

1/16 Page = \$12

Bonus

When you advertise with the Legacy, there is no additional charge for full color.

Publication Dates

The Legacy produces 15 issues in the spring semester.

Spring 2017

Jan: 10, 17, 24, 31

Feb: 7, 14, 21, 28

March: 7, 21, 28

April: 4, 11, 18, 25

Discounts

3 issues = 10 percent off

6 issues = 15 percent off

9 issues = 20 percent off

All issues = 25 percent off

Recognized LU organization = 50 percent off

Mechanical Requirements

Ads submitted electronically should be attached in the following form:

- PDF in CMYK or Grayscale with a resolution of 300 dpi, which will ensure the best results for print.

Deadlines

All ads are due no later than 5 p.m. seven days prior to the publication date. Copy submitted after deadline will be placed at the discretion of the editors.

Position Requests

The Legacy does not guarantee specific placement. We will, however, do our best to accommodate requests.

Copy Regulation

The Legacy reserves the right to edit or reject an advertisement at any time. All political ads must clearly show endorsements.

Credit Policy

We prefer to have payments in advance of the issues in which the ads run. However, the Legacy will send invoices for payment with a tear-sheet of the ad after publication. Checks should be made to "The Legacy." No refunds will be given for unused portions of signed contract. Any ads inadvertently left out of the publication will be placed in the next issue or refunded if the date of the event has passed.