

# COOPER POINT JOURNAL

the newspaper of the students of The Evergreen State College

## 2009-2010 ADVERTISING INFORMATION & RATES

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**WWW.COOPERPOINTJOURNAL.COM**

YOUR ADVERTISING REPRESENTATIVE

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To send mail by US Postal Service,  
Express Mail, FedEx, UPS, etc.

Cooper Point Journal  
The Evergreen State College  
2700 Evergreen Parkway NW  
Seminar II C3105  
Olympia, Washington 98505

**OUR HISTORY** For 38 years students of the Cooper Point Journal student activities organization have compiled contributions from Evergreen students at large to create the weekly newspaper, Cooper Point Journal. The CPJ organization exists to produce a newspaper by and for students of The Evergreen State College, which offers CPJ organization members the opportunity to learn through experience about fulfilling responsibilities, working cooperatively and managing the challenges of producing a responsive and responsible publication. Advertising dollars fund these learning opportunities.

**OUR FUTURE** The Cooper Point Journal is moving from a print to a web-focused newspaper. This is a chance for students to change with the times, provides new learning opportunities, and helps the CPJ do it's part to reduce paper consumption. Everyday the CPJ will be updating its hyperlocal news website with multimedia content and 24/7 access, giving advertisers an opportunity to not only reach audiences more effectively, but also join the CPJ in the future of advertising in the digital age. The CPJ can be accessed online for free at [www.cooperpointjournal.com](http://www.cooperpointjournal.com). The CPJ will continue to offer print advertising for an 8-page, weekly supplemental print publication, but space is limited.

## DEADLINES

### ONLINE

#### Rolling Deadline

If you provide the ad, it will be published within one business day once prepayment is received.

If you want the CPJ to design an ad, it will be published within two business days once prepayment is received.

#### **Ads Published Daily**

As the CPJ is no longer restricted by the schedule of a print publication, we can publish your ad Monday through Friday throughout the entire school year.

For more info, see the insert inside this brochure.

### PRINT

#### 3:00 p.m. Fridays prior to publication

- reserve space for display ads
- wording and design specifications for display ads to be created by CPJ ad production staff

#### 5:00 p.m. Mondays prior to publication

- submit camera-ready ads; these must conform to exact width of CPJ columns and depth of reserved space

#### Noon Tuesdays prior to publication

- notification to cancel ad for that week; the CPJ will bill unless it receives notification by this time

# AD DESIGN REQUIREMENTS

## ONLINE

- **Dimensions**
  - Webpage 980 pixels wide
- **Ad Sizes**
  - Banner 728x90 pixels
  - Box 300x250 pixels
  - Button 180x150 pixels
  - Text 120x90 pixels
- **Format** .jpg/ .jpeg, .tiff/ .tiff, .pdf format
- **Maximum Resolution** 300 pixels per inch (dpi)
- **Maximum File Size** 20 kilobytes (KB)
- **Must Conform to CPJ Dimensions** All ads must conform to the exact width and depth of specified CPJ ad space. The CPJ has the right to alter ad borders to conform to pixel width and depth specified on contract.
- **Media Variation** The CPJ does not currently accept ads that are animated or use audio.
- **Maximum Text Ad Characters** 100 characters

## PRINT

- **Dimensions**
  - 4-Column Page 10 1/8 inches by 16 inches
- **Column Sizes**
  - 1 column 2 7/16 inches
  - 2 columns 5 inches
  - 3 columns 7 9/16 inches
  - 4 columns 10 inches
- **Full Inch** Advertising is sold only in full column inches. Fractions will be charged as a full inch.
- **Minimum Ad Size** 1 column by 2 inches
- **Full Charge** 1-, 2-, or 3-column ads 13 inches or deeper will be charged and laid out as a full column; 4-column ads 13 inches or deeper will be charged and laid out as a page.
- **Must Conform to CPJ Dimensions** All ads must conform to the exact width of CPJ columns. The CPJ has the right to alter ad borders to conform to correct column width and full-inch depth.

# AD & RATE POLICY

For 2009-10, the Cooper Point Journal does not accept advertising pertaining to:

adoption/donor/surrogate services  
X-rated movies  
any illegal products or services  
abortion rights  
online gambling/gaming  
nanny services  
dating/personal services  
ticket scalping  
mail order solicitation  
900 numbers  
military recruitment  
chain letters  
adult entertainment  
term papers  
drug paraphernalia  
credit cards  
envelope stuffing  
stimulants  
tobacco products  
fire arms  
alcohol products  
opinion

Advertising from Pacific Northwest businesses will be reviewed on a case-by-case basis. The CPJ business manager makes all final decisions regarding advertising.

- **Acceptability** The Cooper Point Journal reserves the right to refuse to publish any advertising that is deemed to adversely affect its integrity and credibility as a source of truthful and accurate information, is in conflict with the mission and the Social Contract of The Evergreen State College or that could be deemed detrimental to Evergreen students or community.
- **Net** All rates are net, non-commissionable.
- **Rate Changes** Except for special promotions, space is sold only at the rates published here unless the CPJ notifies advertisers in writing 30 days prior to changes.
- **Effective** All 2009-2010 CPJ rates, terms and policies published here are effective beginning Friday, September 18, 2009, ending June 11, 2010, and apply to all CPJ print and online advertising.
- **Indemnify** In consideration of the CPJ accepting an ad for publication, advertisers and ad agencies will indemnify and defend the Cooper Point Journal against all loss, liability, damage and expense of whatsoever nature arising out of the copying, printing or publishing of its advertisement including without limitation reasonable attorney fees resulting from claims or suits of libel, violation of rights or rights of privacy, unfair competition, unfair trade practice and infringement of trademarks, trade names, patents, copyright, and property rights.
- **No Position Guarantee** The CPJ honors position requests when possible.
- **Delivery Delays** The CPJ shall not be liable for rain, sleet, snow, wind or any other circumstance which in any way may slow or prevent distribution of the CPJ.
- **Changes in Ad Design** If the advertiser wants to change the ad design, the advertiser must allow five (5) business days for changes to occur.

# CPJ ONLINE ADVERTISING

## HOW IT WORKS

- ① **Choose the section**
  - Arts & Entertainment
  - Briefs
  - News
  - Outdoor & Recreation
  - Student Voice
  
- ② **Choose the ad**
  - Section Package
  - Box ad
  - Button ad
  - Text ad
  
- ③ **Choose how long your ad will run**

Ads run as long as *you* want - any length of time between one day to nine months.

## YOUR AD OPTIONS

### Boxes

*Ideal for promoting events, sales, discounts, specials*

- Appears on every article page within a section
- Our largest ad, most visible ad option

### Buttons

*Ideal the modest budget*

- Appears on every article page within a section
- Perfect for logos

### Texts

*Ideal for business hours, meetings times, mottos and witty puns*

- Appears on every article in every section
- Up to 100 characters

### Section Packages

*Ideal for introducing your business or organization*

- Extensive coverage throughout CPJ website
- Text ad on CPJ homepage
- Banner ad on section homepage
- Button ad on every article within a section

Rates	Online Options	per day	per month
TESC S&A	Button	.42/day	12.60/month
	Text	.50/day	15/month
	Box	.83/day	24.90/month
	Section Package	2.50/day	75/month
	CPJ Homepage Box	7.21/day	216.32/month
Open	Button	1.33/day	39.90/month
	Text	2/day	60/month
	Box	2.33/day	69.90/month
	Section Package	6.67/day	200.10/month
Community Service	Button	.67/day	20.10/month
	Text	1/day	30/month
	Box	1.33/day	39.90/month
	Section Package	4/day	120/month
TESC General	Button	.53/day	15.90/month
	Text	.80/day	24/month
	Box	1.07/day	32.10/month
	Section Package	3.33/day	99.90/month
	CPJ Homepage Box	8.53/day	255.90/month
TESC Business	Button	1/day	30/month
	Text	1.67/day	50.10/month
	Box	2/day	60/month
	Section Package	6/day	180/month

### More Choices

With online advertising, you get more for your money. Rotate up to 5 graphics in your ad space. 24/7 exposure. Bring traffic directly to your website. Track the effectiveness of your ad. Ad options to fit every budget. Helping students learn. Helping organizations and businesses grow.

### Faster Results

When you provide the ad, it will go online within one business day or less once prepayment is received. When the CPJ designs the ad, it will go online within two business days or less once prepayment is received.

### Free Copy & Design

The CPJ offers free help in writing the copy for and designing both print and online advertising. All advertisers are entitled to one (1) advertisement to be produced by the CPJ per contract.

# CPJ PRINT SIZES & RATES

*All rates are per column inch; ad minimum of 2 column inches*

**OPEN RATE**

\$8.80 per column inch

**COMMUNITY SERVICE** (certified non-profit)

\$5.00 per column inch

**TESC S&A**

\$3.38 per column inch

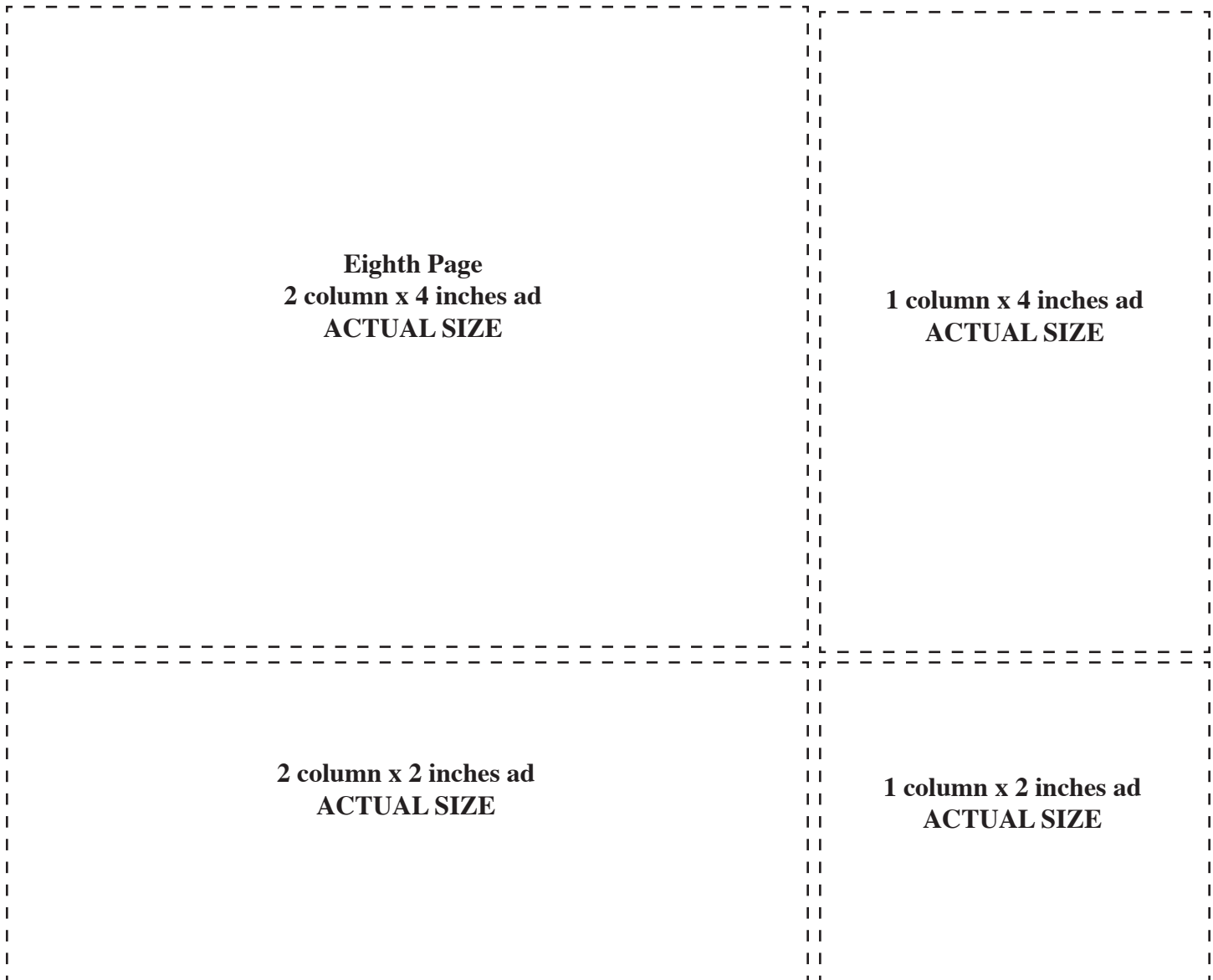
**TESC GENERAL**

\$4.00 per column inch

**TESC BUSINESS**

\$8.30 per column inch

	TESC S&A	TESC Gen	Com Serv	TESC Biz	Open
Full Page	216.32	256	320	531.20	563.20
Half Page	108.16	128	160	265.60	281.60
Quarter Page	54.08	64	80	132.80	140.80
Eighth Page	27.04	32	40	66.40	70.40
1x4 or 2x2	13.50	16	20	33.20	35.20
1x2	6.76	8	10	16.60	17.60



# CONTRACT & COPY REGULATIONS

- **Terms Established** 2009-10 Advertising Information and Rates serves as the terms for all advertising contracts. All advertisers must be provided a copy. Copies available, via fax, email in person or online at <http://cooperpointjournal.com/advertising>, effective September 1, 2009.
- **Must be Signed** Before an ad is prepared or published, the CPJ must have a contract signature from advertiser. A contract signature may take the form of: (1) a check that prepays for the advertising, (2) a Master Signature, (3) actual signing of the contract, (4) email confirmation of ad ordered by phone, (5) a faxed, emailed or mailed ad order from a client
- **Must Specify Rate/Dimension** Contracts, insertion orders from clients, and letters ordering ads must specify the ad rate as described in this brochure, ad dimensions and publication date(s).
- **Copy Changes** Should exceptional circumstances warrant accepting changes after deadline, the CPJ will not be responsible if changes result in error.
- **Federal Tax Identification Number/Unified Business Identifier Number** A contract must include the advertiser's federal tax ID number. If the contract is with a non-profit business, the contract must include the advertiser's state-issued UBI number.
- **Proof of Print Publication** Tearsheets and copies of the print publication must be ordered when the contract is signed. Tearsheets for prepaid ads are sent at the end of a contract run. Tearsheets for invoiced ads are mailed with billing invoices. Contracts must note number of tearsheets and copies.
- **Provide Logos or Art** Efforts will be made to satisfy an advertiser's need for artwork. The advertiser must provide all specific logos and required artwork.
- **Use Elsewhere** Wording and design created by the CPJ are the sole property of the CPJ. Advertisers must seek, in writing, the business manager's permission to use an ad elsewhere.
- **Camera Ready** To qualify as camera ready, an ad must conform to exact width and depth of CPJ space; no adjustments allowed.
- **Corrections** Claims for corrections should be made within two business days following publication of an incorrect ad. CPJ liability shall be limited to one re-run of the ad.

## RATES & DISCOUNTS

(Unless otherwise noted, ad and rate policies and contract and copy regulations as specified in this document apply)

- **Open Rate** Applies to all advertisers not applicable for other rates.
- **Community Service Rate** For non-profit organizations/cooperatives. Does not apply to local, state or federal governments or agencies, other colleges or credit unions. Advertisers, at the time a contract is prepared, must provide the nine-digit UBI number issued by the state to certify non-profit status. No discounts apply.
- **TESC Rates** Pre-payment required; Advertisers paying with a TESC Inter-Organization Transfer form must sign a CPJ-provided IOT before publication of ads. No discounts apply.
  - **TESC S&A** Available exclusively for the S&A Board, S&A Board-recognized and/or -funded student organizations and the Student Activities Administration.
  - **TESC General** Available to currently enrolled student and TESC offices, services and programs. Students must be enrolled for four or more credits in a quarter.
  - **TESC Business** Available to campus businesses.
- **Business Security Discount** 25% off ad set to run at least six (6) months. Exclusive to Thurston County businesses and Evergreen businesses. Applicable to online advertising only. The last Business Security ad of the year must begin by December 11, 2010. Cannot be used in conjunction with other discounts. Does not apply to ads placed by national advertising agencies.
- **Business Builder Discount** 10% off ad set to run at least one (1) month. Exclusive to Thurston County businesses. Applicable to online advertising only. Ad must run consecutively. The last Business Builder ad of the year must begin by May 11, 2010. Cannot be used in conjunction with other discounts. Does not apply to ads placed by national advertising agencies.

## PAYMENT TERMS

- **Prepayment Required** Non-TESC advertisers must prepay for a minimum of the first eight (8) contracts of each school year. All contracts must be paid in full; no paying by installment. CPJ must receive pre-payment by 3:00 p.m. of the Friday before the first ad of the contract is published. Ads will not be published until payment is received. Prepayment can be made by cash or check. All TESC advertisers, including students, must always prepay.
- **Inter-Organization Transfers** Advertisers paying with a TESC Inter-Organization Transfer form must sign a CPJ-provided IOT before publication of ads.
- **Due Within Thirty Days** State of Washington requires payment within 30 days of the billing date on the invoice. CPJ will notify overdue accounts. Invoices unpaid by the 75th day will be sent to the college's office responsible for collection of invoice payments. Any collections fees will be passed back to the client.
- **Billing Schedule** Ads to be invoiced are billed after each ad has run.
- **Suspended** No ads to be billed by invoice will be published or accepted from advertisers with overdue billings. Ads must be prepaid with only cash, money order or cashier check until the outstanding debt is paid in full. No ads will be published or accepted from advertisers sent to collections. Advertisers sent to collections will be required to prepay for every ad they place henceforth.
- **Non-Sufficient-Funds Check Fee** The Evergreen State College charges a \$15 fee for non-sufficient fund checks. The fee will be added to the total due. Evergreen and the CPJ reserve the right to increase the amount of the NSF check fee without prior notice.

# CAMPUS PROFILE

Undergraduates			4,364		Graduates		332	
Female	2,391	54.8%	Master of Public Administration	139				
Male	1,973	45.2%	Master of Environmental Studies	82				
Full time	3,943	90.4%	Master in Teaching	76				
Part time	421	9.6%	Master of Education	34				
Average age	24		Average age	35				
Student to faculty ratio	22:1		<b>Staff</b>	<b>536</b>				

2008 statistics from the Evergreen Office of Institutional Research and Assessment  
To learn more, visit [evergreen.edu/institutionalresearch/factpage.htm](http://evergreen.edu/institutionalresearch/factpage.htm)

## CPJ WEBSITE STATISTICS

(from February through June 30, 2009)

Visitors	2,303
Visits	4,155
Page views	19,065
New visitors	55%
Visiting countries/territories	39

These statistics were taken during the fledging beginnings of the CPJ website prior to the full launch on September 18, 2009.

These numbers will inevitably increase as the school year continues and students become increasingly engaged with the CPJ web publication.

If you are interested in receiving more current and/or specific statistics, email us at [cpjbiz@evergreen.edu](mailto:cpjbiz@evergreen.edu)

## WEBSITE SECTION INFO

*Want to know what each section of the website is all about?*

**ARTS & ENTERTAINMENT** current and upcoming performances, art showings, reviews, poetry, etc.

**BRIEFS** shorter than articles but still convey important information; includes updates on campus projects, announcements, reminders, etc.

**NEWS** factual accounts of issues that relate, interest or affect the Evergreen community.

**OUTDOORS & RECREATION** all things sporty, outdoors, or just plain fun

**STUDENT VOICE** focuses on issues of student interest, especially those that confront injustice

## CPJ PRINT PUBLICATION DATES

All issues (except Orientation) are published on Thursdays

*Orientation Issue: September 18, 2009*

### Fall Quarter

October 1	<u>Winter Quarter</u>	<u>Spring Quarter</u>
October 8	January 14	April 8
October 15	January 21	April 15
October 22	January 28	April 22
October 29	February 4	April 29
November 5	February 11	May 6
November 12	February 18	May 13
November 19	February 25	May 20
December 3	March 4	May 27
December 10	March 11	June 3

## DISTRIBUTION

• **The CPJ Gets Around** The CPJ prints 1,300 copies of an 8 page print publication on Thursdays during Fall, Winter and Spring quarters as a supplement to the website, for a total of 29 issues.

• **Distribution Points** The CPJ is distributed free throughout the Olympia campus and at the dorms. It's delivered through campus mail to Olympia campus faculty and staff and to Evergreen's Tacoma campus. It's distributed from several locations in downtown and westside Olympia.

## 2009-2010 ACADEMIC CALENDER

Orientation	Sept. 19 - Sept. 27
Fall Quarter	Sept. 28 - Dec. 18
Winter Break	Dec. 19 - Jan. 3
Winter Quarter	Jan. 4 - Mar. 19
Spring Break	Mar. 20 - Mar. 28
Spring Quarter	Mar. 29 - June 11
Graduation	June 11, 2010

## NATIONAL ADVERTISING REPRESENTATIVES

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