

LOYOLA PHOENIX

LOYOLAPHOENIXADS@GMAIL.COM

LOYOLAPHOENIX.COM/
ADVERTISING/

51 E PEARSON ST, CHICAGO, IL

ADVERTISING RATES



2024-25



GENERAL AD POLICIES



In an effort to strike a balance between supporting the open proliferation of ideas while safeguarding the integrity of our community, the Loyola Phoenix has established the following guidelines:

The primary purpose of accepting advertising in the *Loyola Phoenix* is to inform the Loyola community about products, services, and events in which students and members of the university community may have a reasonable interest. Events can take any number of forms, including but not limited to: classes, workshops, forums, performances, activities, vigils, protests, parades, celebrations, voter registration, field trips and seminars. The channel for expression of viewpoints, including those of political or religious nature, is through letters to the editor, guest essays, or other editorial content. The newspaper reserves the right to determine what it deems the primary purpose of any ad and act accordingly. Furthermore, the *Loyola Phoenix* will not publish advertising it deems inflammatory in nature or otherwise inconsistent with its general advertising policies. The intention of these guidelines isn't to obstruct or censor ideas, but rather to redirect the discussion of viewpoints to the community itself, where edifying dialogue can foster a better understanding of divergent opinions. We hope these guidelines will engender a greater sense of community at Loyola and encourage the intellectual, emotional and moral growth of its individuals.

The Loyola Phoenix adheres to the following additional advertising policies:

ADVERTISING NOT ACCEPTED: The *Loyola Phoenix* will not accept advertising for tobacco, liquor, beer, wine, medical/recreational cannabis and related products/services or gambling. It reserves the right to refuse advertising believed to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation; that advertises illegal organizations or activities; that maligns identifiable persons, races, religions or professions; that is not accurate or truthful; or that is otherwise determined unacceptable by the staff.

REFUNDS AND CREDITS: Claims alleging real damages because of an error in an ad must be made not more than fourteen days after the first publication of the ad. Liability to the *Loyola Phoenix* shall not exceed the cost of the ad in which the error occurred, and the refund or credit will be given for the first incorrect insertion only. A credit balance must be used within the semester it is registered.

CANCELLATIONS: To be eligible for refund, an ad must be canceled three working days before the first scheduled date of insertion. Phone cancellations must be followed by written verification including person spoken to, on what date, and ads and dates being canceled.

IDENTIFICATION: All advertising must carry identification of the sponsor or sponsoring organizations.

PLACEMENT: The *Loyola Phoenix* cannot guarantee the position of any ad within the newspaper, nor on the *Loyola Phoenix* website.

STYLE: The majority of all copies within an ad must read left to right and appear right side up to maximize advertising effectiveness and readability.

ONLINE UPTIME: While the *Loyola Phoenix* and its online publishing partners make every effort to keep the *Loyola Phoenix* website available at all times, the newspaper will not be responsible for any interruptions in the website's availability.

ORDERING PROCEDURES:

1. PLACE AN ORDER: When you determine your ad size and the dates you would like your ad to appear, please contact us to place an order. Orders may be placed by email or by phone.

2. SUBMIT YOUR AD: Ads must be submitted by email or file-sharing service to loyolaphoenixads@gmail.com, sent as press-quality PDF files or high resolution image files (.jpg, .gif or .png). The receipt of all ads must be verified by the advertiser.

3. MAKE PAYMENT: Cash, check, or credit card payment is due no later than 30 days after the ad runs. Make checks payable to *Loyola Phoenix*. We will send you an invoice and a copy of your ad after each ad insertion.

DEADLINES:

3 Days: Ad orders (space reservations) should be placed at least three business days in advance.

2 Days: Advertisements must be received by noon, two business days prior to the date of publication.

Payment: The total cost of the insertion order is due with ad submission.

PRINT ADVERTISING

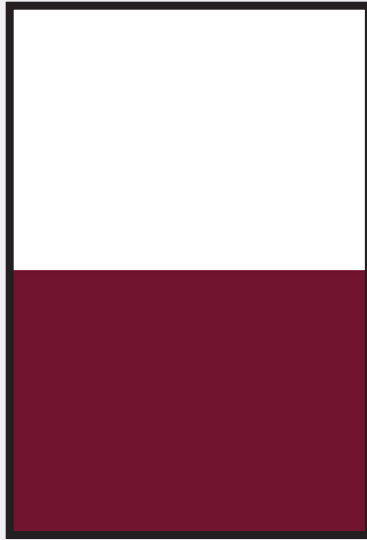
These prices are for one run date and can be in either black and white or color.

FULL PAGE
11x17



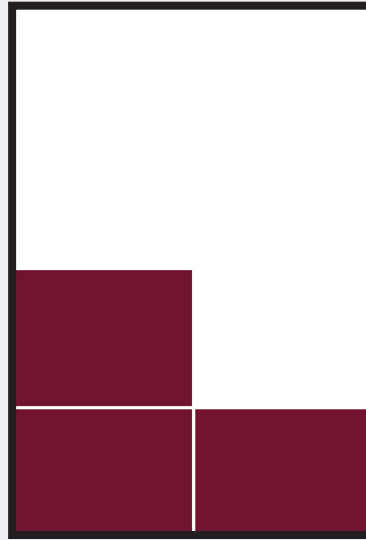
GENERAL - **\$500**
UNIVERSITY DEPTS - **\$400**
STUDENT ORGS - **\$290**
ADD **\$150** FOR COLOR

HALF PAGE
11x8.5



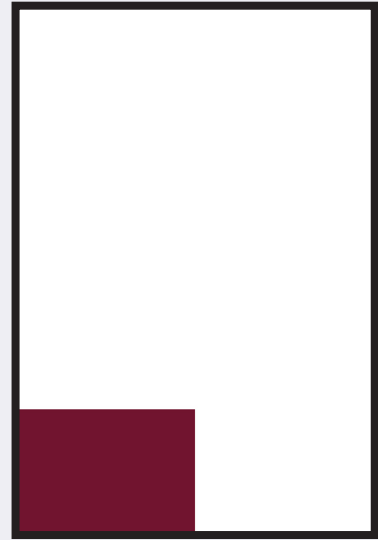
GENERAL - **\$260**
UNIVERSITY DEPTS - **\$205**
STUDENT ORGS - **\$150**
ADD **\$100** FOR COLOR

QUARTER PAGE
4x8.5 / 11x4



GENERAL - **\$140**
UNIVERSITY DEPTS - **\$110**
STUDENT ORGS - **\$80**
ADD **\$70** FOR COLOR

EIGHTH PAGE
4X4



GENERAL - **\$70**
UNIVERSITY DEPTS - **\$55**
STUDENT ORGS - **\$40**
ADD **\$40** FOR COLOR

ONLINE ADVERTISING

All online advertisements are sold per 5,000 impressions, which, given typical Loyola Phoenix traffic trends, means your advertisement would last about 1 month:

LARGE BOX - 300x250 PIXELS



GENERAL - **\$50**
UNIVERSITY DEPTS - **\$45**
STUDENT ORGS - **\$40**

BANNER - 720x90 PIXELS



GENERAL - **\$40**
UNIVERSITY DEPTS - **\$35**
STUDENT ORGS - **\$30**

ONLINE ADVERTISING FAQS:

What are impressions? An impression is when someone views a web page with your ad on it. This is not the same as a click-through. We get about 5,000 page views per month. The heavier the traffic, the more people will see your ad and the quicker it will meet its impressions goal.

How does ad rotation work? In any slot, there can be multiple ads running. This creates variety as readers navigate the website. Other ads in your slot will not reduce your impression count but will slow down (and extend) the length of your campaign.

What ad formats do you accept? We prefer static ads optimized for the Web as GIF files under 100 KB.

Can I choose which pages I want? All ads are ROS (“run of site”) meaning they appear on and rotate through all of our pages for maximum exposure.

LOYOLA PHOENIX READERSHIP:

Loyola University Chicago has an undergraduate and graduate student population of just over 17,000 in addition to 2,000 faculty and staff and a rapidly growing alumni base.

The *Loyola Phoenix* is the only regularly distributed publication on campus, making it one of the most important sources for information in the Loyola community.

Our weekly circulation is 1,500, distributed at high traffic stops at both the Lake Shore Campus in Rogers Park and the Water Tower Campus in the Gold Coast.

The Phoenix also serves the Rogers Park and Edgewater neighborhoods on Chicago’s North Side, a community totaling more than 110,000 residents.

2024-25 PRINT SCHEDULE:

FALL:

September 5
September 18
September 25
October 2
October 16
October 23
October 30
November 6
November 13
November 20
December 4

SPRING:

January 29
February 5
February 12
February 19
February 26
March 12
March 19
March 26
April 2
April 9
April 16
April 30

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