

# THE SIGNAL ADVERTISING

The Signal newspaper is a unique bi-weekly student publication distributed free of charge throughout the University of Houston-Clear Lake. The professional design, easy-to-read format and in-depth articles appeal readily to more than 8,000 students, faculty and staff, as well as to private citizens who may pick up an issue at local shops and businesses. The Signal provides a great way to promote your business to an academic and community audience.

## CONTACT US

### IN PERSON:

Student Publications Office  
Bayou Building, Room 1239

### BY MAIL:

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2700 Bay Area Blvd., Box 456  
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### BY PHONE:

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### BY E-MAIL:

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## ADVERTISING PERSONNEL

Lindsay Humphrey, Ad Manager  
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281.283.3975

## FALL 2011 PUBLICATION DATES

### SEPTEMBER

S	M	T	W	Th	F	S
	•					
	12					
	•					
	26					

### OCTOBER

S	M	T	W	Th	F	S
		•				
		10				
		•				
		24				

### NOVEMBER

S	M	T	W	Th	F	S
	•					
	7					
	•					
	21					
	•					

### DECEMBER

S	M	T	W	Th	F	S
	5					

CIRCULATION:  
2,500 copies

PUBLICATION:  
7 issues/semester

Deadline to reserve ad space is two weeks prior to publication date.  
Deadline to receive all ad material is noon the Monday before publication (•).

FALL BREAK:  
Nov. 23 - 25

FINAL EXAMS:  
Dec. 5 - 10

## FALL 2011 ADVERTISING RATES

### DISPLAY ADS:

#### BLACK & WHITE:

Full page	\$350	10.25" x 15.5"
Half page	\$200	10.25" x 7.75"
Quarter page	\$150	5" x 7.75"
Eighth page	\$75	5" x 3.75"

*Each price is based on one run in The Signal.*

#### FULL COLOR:

Half page	\$250	10.25" x 7.75"
Quarter page	\$180	5" x 7.75"
Eighth page	\$86.25	5" x 3.75"

*Full-color ads are only available in the Campus Life section of the paper and come with a free one-week text ad on The Signal's website.*

The Signal uses a five-column format and charges \$9 per column inch for ad sizes other than those specified.

A 10 percent frequency discount is applied to accounts that run three or more ads of any size over the course of one semester.

Prepayment is required for all new accounts. Payment must be received by noon seven days prior to publication.

### SIZING GUIDE:

1 column.....	1.9164"
2 columns.....	3.9998"
2.5 columns.....	5.125"
3 columns.....	6.0832"
4 columns.....	8.1666"
5 columns.....	10.25"

*Gutter width between columns measures 0.167".*

### ARTWORK DETAILS:

- Electronic ads are accepted in the following formats: PDF, JPG, EPS and TIFF.
- We offer creative services! Contact The Signal to find out more information about our pricing.

### ONLINE ADS:

UHCLTheSignal.com is the online source for student media at UHCL. Currently The Signal has four square ads located in the upper right side of the home page as well as on each subsequent click-through pages. Ads rotate in a random order. All online ads are sold in two-week blocks. Each week officially starts Monday and runs through the following Sunday. Contact The Signal advertising office for more information about online advertising opportunities.

Static square ad    \$150/2 weeks    125 x 125 pixels