



VANGUARD

— PORTLAND STATE UNIVERSITY'S STUDENT NEWSPAPER SINCE 1946 —



ADVERTISING RATES AND CONTACT INFORMATION
2013-2014 ACADEMIC YEAR

WWW.PSUVANGUARD.COM

ABOUT THE VANGUARD

Since 1946, The PSU VANGUARD has been Portland State’s independent student-run campus newspaper. Our award-winning publication is the trusted source for university community news and information for Oregon’s largest student body, and advertisers’ best and most direct way to connect with the 29,000+ students & staff on our downtown Portland campus.

The VANGUARD is the voice of students, for students, at Portland State University.

- We publish every Tuesday in a tabloid format.
- 6,000 copies are distributed weekly to 60+ locations on and around our downtown campus.
- We reach Oregon’s largest university student body with news, campus events & commentary.

CONTACT

DISPLAY ADVERTISING:
Local/Regional:
503.725.5686 & vgdispad@gmail.com

National:
503.725.5646 & romana@pdx.edu
Fax: 503.725.5860

MAILING ADDRESS:
PO Box 347
Portland, Oregon 97207

STREET ADDRESS:
1825 SW Broadway
Smith Memorial Student Union
Room S-26
Portland, OR 97201

BILLING:
Phone: 503.725.4540
Fax: 503.725.4534
Smart Buy: 503.725.5686

NATIONAL ADVERTISING:
re:Fuel: 212.401.0070
Campus Media Group: 952.854.3100

WEBSITE:
psuvanguard.com



DISPLAY ADVERTISING

RATES (Black & White)

Open Rate: Applies to national and regional advertisers and advertising agencies. All rates are net.

Local Rate: Applies to locally-owned and operated companies conducting business in the Portland metro area.

University Rate: Applies to PSU departments and other university affiliates. No further discounts available.

PSU Student Group Rate: Applies to PSU student groups only. No further discounts apply.

Ad Sizes	Open	Local	University	Student Groups
Full Page	\$1150	\$1050	\$675	\$500
Two-Thirds Page H	\$850	\$700	\$450	\$400
Half Page (H or V)	\$650	\$550	\$375	\$300
Third Page H	\$450	\$375	\$300	\$250
Quarter Page V	\$350	\$275	\$225	\$200
Sixth Page (H or V)	\$225	\$175	\$125	\$100
Eighth Page H	\$150	\$130	\$85	\$75
Twelfth Page (H or V)	\$100	\$85	\$70	\$60

Color Charges

Color rates are priced per ad.

Black plus one color	\$95 per ad		
Full Color	\$150 (1/8-page or smaller)	\$250 (1/3-page)	\$350 (1/2-page or larger)

DISCOUNTS

NOTE: No further discounts apply to University or PSU Student Group rates, or to color charges.

Frequency Discounts: (May not be combined with volume discounts)

2x Consecutive Run	10% Discount
4x Consecutive Run	20% Discount
12x Annual Run	10% Discount
20x Annual Run	15% Discount
40x Annual Run	20% Discount

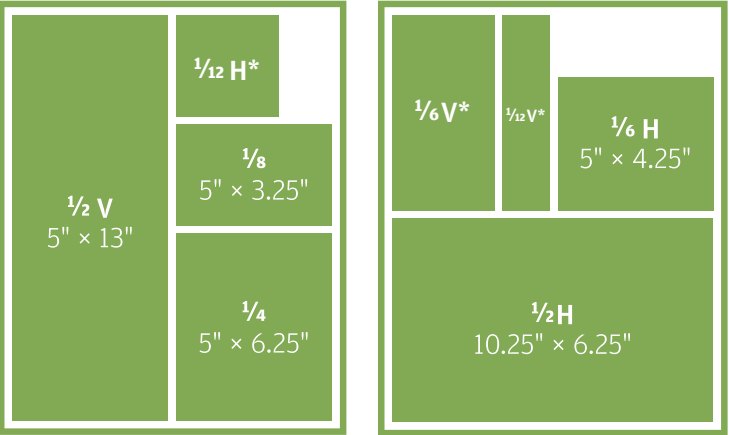
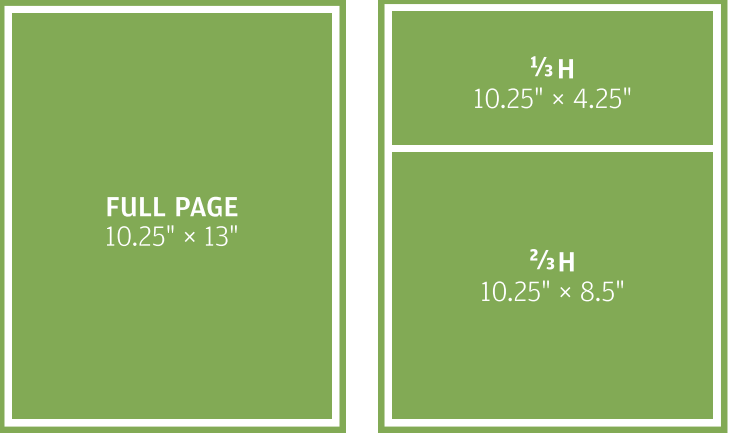
Volume Discounts: (May not be combined with frequency discounts)

\$2500+ Annual Campaign	10% Discount
\$5000+ Annual Campaign	15% Discount
\$10,000+ Annual Campaign	20% Discount

DEADLINES

The Vanguard publishes weekly on Tuesdays.
Space Reservation/Raw Copy: Due five (5) business days before publication date.
Camera Ready Materials: Due three (3) business days before publication date.

PRINT AD SIZES



*Twelfth Page Horizontal
3.3"W x 3.25"H

*Sixth Vertical
3.3"W x 6.25"H

*Twelfth Page Vertical
1.6"W x 6.25"H

AD SUBMISSION

Email your “camera ready” ad to vgdispad@gmail.com. Please submit ads in **PDF file format**. Outline fonts and/or flatten Photoshop files to a minimum of 300 dpi. **Camera ready ads are due three (3) business days before your ad publication date.**

GRAPHIC DESIGN SERVICES

Graphic design services for ads placed in the Vanguard are provided free by the Vanguard Advertising Design Department. **Preliminary ad copy and images are due five business days before your ad publication date.** Ad proofs are provided if copy deadlines are met.

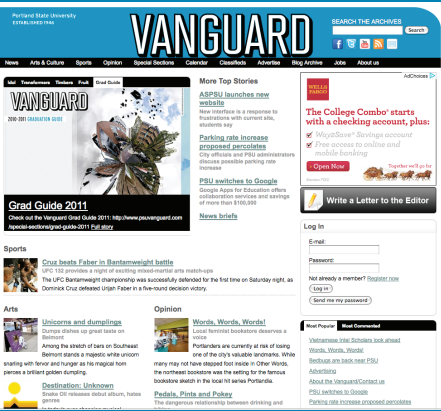
BILLING INFORMATION

Invoices and tearsheets will be mailed on day of publication. Payments 30 days overdue from original billing date are subject to a 1.5% finance charge compounded monthly. Accounts over 60 days will be denied further credit, and accounts over 90 days will be forwarded to collections. Advertisers with delinquent debt must pay balance before any further ads can run in the Vanguard. **Credit** will be extended to account holders who have prepaid for their first four ads.

Please make checks payable to **The Vanguard**. We accept **VISA** and **MASTERCARD**.

ONLINE ADVERTISING

Online display advertising is available on our website:
www.psu Vanguard.com
Contact your sales representative for rates & sizes, or for more information.
Phone: 503.725.5686
Email: vgdispad@gmail.com



PREPRINTED INSERTS

RATES

Local Advertisers
1-7 pages \$70/1000 (\$420 full run)
8+ pages \$80/1000 (\$480 full run)

Regional/National
1-7 pages \$80/1000 (\$480 full run)
8+ pages \$90/1000 (\$540 full run)

REQUIREMENTS

Minimum number of inserts is 6,000 (full run only). Maximum insert dimensions are 8.5" x 11"; minimum insert dimensions are 3" x 5".

To arrange for inserts, the Vanguard must be notified two weeks in advance of desired insertion dates.
*Preprint rates are non-commissionable.

DELIVERY

Inserts are to be delivered seven (7) days in advance of scheduled insertion date to:

The Gresham Outlook
Attn. Blake Jensen
1190 NE Division St.
Gresham, OR 97030
Phone: 503.492.5144



2013-2014 PUBLICATION DATES

September 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

November 2013

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

January 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

March 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

May 2014

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

July 2014

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

October 2013

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

December 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

April 2014



S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

June 2014

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

August 2014

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

	Standard Publication Day
	Special Issue Publication Day

DEADLINES:

Space Reservation: 5 Days before publication

Camera Ready Materials: 3 Days before publication

SPECIAL ISSUES & PUBLICATIONS

2013 Student Orientation Guide

September 9, 2013

New and returning students consult this annual keepsake guide for all things PSU – classes, services, events & fun.

Fall Back to School

October 1, 2013

Kick off the new school year with your ad in this anticipated first issue of Fall Term 2013, a must-read for students!

Get Outside! (Outdoor Guide)

October 29, 2013

The great outdoors is right on PSU's doorstep. Explore activities near and far in our first-ever GET OUTSIDE issue!

Holiday Break Issue

November 26, 2013

Our last issue of 2013 features holiday gift ideas, winter break activities & events, end-of-year entertainment.

Winter Back to School

January 7, 2014

It may be rainy & cold, but it's no time to hibernate... 29,000 students are back on campus and ready to roll!

Health & Sex Issue

February 4, 2014

Our romance issue is a sweet Valentine's Day treat! Tips to stay healthy & wise included.

Career Fair Guide

February 11, 2014

Students and Career Fair-goers consult this official guide to our largest annual on-campus job recruitment event.

NIGHT OUT! Guide

March 11, 2014

Just in time for Spring Break, a glossy keepsake magazine with ideas for fun on the town ... eat, drink & be merry!

Spring Back to School

April 1, 2014

The campus comes alive Spring Term! Reach new and returning students with your Springtime specials.

PSU Green Guide

April 22, 2014

Join our annual guide to sustainable living, on campus and beyond.

Get Around! (Transportation Issue)

May 20, 2014

Walk it, bike it, skate it, MAX it, car-share it, drive it...so many great ways to get around Portland! Read all about 'em in this special transportation issue.

2014 Spring Graduation Issue

June 5, 2014

Join our biggest issue of the year, read by students, families & friends...Congratulations, PSU grads!