The Lion’s Roar Issue Dates

**Summer 2012**
- June 12
- July 17

**Fall 2012**
- Aug. 21
- Aug. 28
- Sept. 11
- Sept. 18
- Sept. 25
- Oct. 2 – Special Edition Fall Break
- Oct. 16
- Oct. 23 – Special Edition Homecoming Issue
- Oct. 30
- Nov. 6
- Nov. 13
- Dec. 4 – Special Edition Exams/Graduation

**Spring 2013**
- Jan. 22 – Special Edition Move-in Issue
- Jan. 29
- Feb. 5 – Special Edition Mardi Gras Issue
- Feb. 19
- Feb. 26
- March 5
- March 12
- March 19
- March 26 – Special Edition Spring Break Issue
- April 16
- April 23
- April 30
- May 7
- May 14 – Special Edition Exams/Graduation

Circulation - 4,000 copies

The deadline for submitting an advertisement for insertion in the newspaper is 4 P.M. WEDNESDAY prior to the date of publication.

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National Advertising Rates

The cost for placing display ads in The Lion’s Roar are figured per column inch. The minimum display ad size accepted is 1 col. x 2” at a cost of $11.50!

**Cost per column inch:** $6.75 (net)

- Full Page - $870.00
- 1/2 Page - $435.00
- 1/4 Page - $218.00
- 1/8 Page - $108.00

Additional/custom sizes available!

Inserts - $75/ per 1,000

**Charges for Color:**

- 1/4 Page or Larger – Full Color - $320.00
- Less than 1/4 Page – Full Color - $160.00

Payment procedure

All advertising must be paid for at the time the ad is placed, prior to publication. Methods of payment include cash, check or money order Visa, MasterCard, Discover, and American Express are also accepted. Frequency discounts on ad placement in multiple issues are available. Please call for further details.

Ad submission procedure

Once an advertisement has been accepted and paid for, the actual ad must be submitted to be placed in the newspaper. Electronic submission via email is the preferred method. **Ad materials should be submitted in ADOBE PDF format!** Ad materials may also be submitted in Quark Xpress format provided that all images and fonts are included. Ad materials are NOT accepted in Microsoft Word, Publisher, WordPerfect or other formats. The **deadline** for submitting an ad for publication is **4 P.M. the Wednesday prior to publication**

Actual advertisement hardcopy printouts may be submitted on a case-by-case basis, depending on size, resolution quality and other requirements.

Advertisement design services are available for a minimal additional charge to be determined on a case-by-case basis. Please contact our office for further details.

**Classified Ads submission and rates**

Classified ads are accepted at a flat rate. The cost of a classified ad is $10 for a 1 col. x 1” TEXT ONLY advertisement. Advertisements containing more information than can fit in a classified ad should be placed in a regular display advertisement, which are subject to different rates and size requirements.

**BUY ME!** This is an example of a 30 word classified ad. Call during normal business hours for details @ 985-549-3731. Text is 9 pt. font and can include CAPS, underlined, or BOLDED text!

The image above is an example of an **actual size classified ad**!

Examples of display ad sizes and measurements

Pictured to the right and below are several examples of common display advertisement sizes and their measurements. For example, a 1/4 page ad is 3 cols. x 10.75”. That would mean the ad has an actual dimension of 5.75 inches by 10.75 inches. Column widths are shown at the bottom of this page.

The example ad pictured below shows the actual dimensions of a 2 cols. x 3” advertisement. Its measurements equal 3.792 inches wide and 3 inches tall. The total cost of an ad this size would be $34.50

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YOUR AD COULD BE HERE!!!

DEADLINE FOR SUBMITTING AN ADVERTISEMENT FOR INSERTION IN THE NEWSPAPER IS 4 P.M. WEDNESDAY PRIOR TO THE DATE OF PUBLICATION.

THE LION’S ROAR IS PUBLISHED AND DISTRIBUTED EVERY TUESDAY DURING REGULAR SEMESTERS.

CUSTOM SIZES ARE AVAILABLE!

To Place Your Ad, Call
LORAINE FA VREPEPPO AT PHONE: (985) 549-3731
FAX: (985) 549-3842
Office Hours:
Mon.-Thurs. 7:30 A.M. to 5:00 P.M.
Fri. 7:30 A.M. to 12:30 P.M.

SOME AD SIZES ARE:

<table>
<thead>
<tr>
<th></th>
<th>1/8 PAGE</th>
<th>1/4 PAGE</th>
<th>FULL PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>建て</td>
<td>1.833”</td>
<td>3.792”</td>
<td>5.75”</td>
</tr>
<tr>
<td>建て</td>
<td>7.708”</td>
<td>9.667”</td>
<td>11.625”</td>
</tr>
</tbody>
</table>

Note: The images below are not to scale. They are depicted here for the purpose of indicating actual column size only, not as a measurement tool. Actual sizes are larger.