“Many a small thing has been made large by the right kind of advertising.”

–Mark Twain

Advertising Contact

Samella Wright
Office of Public Affairs (MC 288)
1316 University Hall
601 South Morgan Street
Chicago, Illinois 60607-7113
Phone 312-355-0815 Fax 312-413-7607
E-mail uicnewsads@uic.edu

news.uic.edu/uicnews
facebook.com/uicnews
youtube.com/uicmedia
twitter.com/uicnews
Demographics

27,969 students

16,707 UNDERGRADUATE • 7,912 GRADUATE • 2,944 PROFESSIONAL

WHERE DO STUDENTS COME FROM?

- In-state: 23,286
- Out-of-state: 2,078
- International: 2,605

53.7% WOMEN • 46.3% MEN

Demographic Breakdown:

- White: 40.1%
- Hispanic/Latino: 19.4%
- Asian: 18.7%
- International: 9.3%
- Black/African American: 7.8%
- Two or more races: 2.2%
- Unknown: 2.1%
- Native HI or Pacific Islander: 0.2%
- Am. Indian & Alaskan Native: 0.1%
INTERESTING FACTS ABOUT UIC

- 1 in 6 of doctors in Illinois is a UIC graduate.
- 1 in 10 Chicagoans with a college degree is a UIC alumni.
- UIC is the largest university in the Chicago area and ranks among the top 50 out of more than 650 national universities in federal research funding.
- UIC has 16 schools and colleges and is among the top 60 research universities.
- UIC is the largest university in Chicago and has one of the most diverse campuses in the country.

About UIC News

UIC News reaches a unique market: more than 37,000 University of Illinois at Chicago students and employees, including faculty, administrative, professional and support staff.

With an enrollment of more than 27,500 students, UIC is the largest university in the Chicago area. The campus is located just west of the Chicago Loop.

UIC News is published every Wednesday during the fall and spring semesters and monthly during the summer. The display advertising deadline is 4:30 p.m. on the Monday of the preceding week (nine days before publication).
How to Advertise

Place your order online go.uic.edu/uicnewsads

UIC News accepts print-ready advertisement in tif, jpg, eps or pdf format, uploaded with your online order.

Payment online by credit card (American Express, Discover, MasterCard and Visa) or electronic check.

Multiple placement discounts:
• 10% discount for 2 to 5 ads
• 15% discount for 6 or more ads
To receive the discount, multiple ads must be placed at the time of your initial request.

Color ads available at an additional charge.

Preprinted insertions available at an additional charge.

University of Illinois policy does not permit online advertising.

Questions about payment or technical specifications? Email uicnewsads@uic.edu.

Advertising Policies

UIC News reserves the right to refuse or cancel advertising for inappropriate content. This includes, without limitation, advertisements that advocate illegal actions, promote activities that are detrimental or damaging to the University of Illinois, may be construed as defamatory, an invasion of privacy, fraudulent or obscene, or are a violation of the law or university policies and rules. UIC News does not accept advertising for political candidates or issues, tobacco or alcohol products, or gambling.

The advertiser is solely responsible for the accuracy of content in submitted advertisements. All ads must be clearly recognizable as advertisements by design. If not, UIC News will label them as such.

Placement of advertisements is made at the editor’s discretion, but specific requests will be honored whenever possible.
Publication Calendar 2015/2016

UIC NEWS is published every Wednesday during the fall and spring semesters and monthly during the summer sessions. Publication dates are shown below. Deadline dates are nine days before the publication date (Monday of the week prior).

Due to university regulations, payment for ads in the July 15 issue must be made separately.

<table>
<thead>
<tr>
<th>Publication date</th>
<th>Spring Break</th>
<th>Last week to submit ad request for January 2016 (Back to School issue)</th>
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Discounts
A 10% discount can be applied for two to five ad placements.
A 15% discount can be applied for six or more ads.
To receive discounts, multiple ads must be placed as one order. Rates are for black and white only; color is available at an additional cost, listed here.

Color Rates
All color costs are per insertion.
Full Color: $250

*Rates are subject to change without notice.
Insertion Requirements

For preprinted advertising materials inserted separately into newspapers.

Circulation: 10,000

Requirements & Specifications

Minimum Size: 4.5 x 5.75 in
Maximum Size: 10 x 7 in
Stock: 70 lb or heavier
Restrictions: No tri-fold or accordion folds
All inserts must be scheduled two weeks prior to their insertion date. Exceptions must be approved by the publisher.

Delivery Instructions

Inserts must be delivered at least 7 days prior to run date, labeled as indicated below. Packing slips and bills of lading must specify the name of the publication (UIC NEWS), quantity, size, and insertion date. Inserts must be received in minimum lifts or turns of 5”, shipped on pallets or in boxes.

Required Shipping Label Information:

“Insert for UIC NEWS”
Qty: _______ Size: _______ Run Date _______
Lithotype
16710 Chicago Avenue
Lansing, Illinois 60438
Contact: Pam Rybicki
Phone: 708-895-3720

Rates

One insertion order of 10,000 copies is $900.

UIC News reserves the right to refuse any inserts that are not properly labeled or packaged, do not have a packing slip, do not specify the publication for which they are intended, that do not fit the requirements listed above, or have not been scheduled.
UIC News weekly advertising agreement

This Advertising Agreement is between The Board of Trustees of the University of Illinois, a body corporate and politic of the State of Illinois ("University") for and on behalf of its UIC Office of Public Affairs-UIC NEWS located at 601 S. Morgan Street, Chicago, IL 60607-7113 and

Full Legal Name of Advertiser whose office is located at Street Address, City, State and Zip Code ("Advertiser").

As an authorized agent for the advertiser, I, the undersigned, agree to abide by the conditions set forth here and in the advertising guidelines provided by the University. As Advertiser, I shall hold harmless the Board of Trustees of the University of Illinois, its officers, agents, employees, volunteers, executors, heirs and assigns from and against any and all actions, claims, liabilities, demands, damages, costs and expenses, including court costs and attorney fees, arising out of or in any way related to the publication in UIC News of advertising material furnished by the Advertiser.

UIC News shall accept an order on signature by the Advertiser of an order form or as otherwise accepted by University. The order form, or Advertiser's order as otherwise accepted by University, these terms, and the submission procedures, where applicable, shall together form the Agreement between University and the Advertiser.

Whether or not an order form is used, all Advertisers' orders shall be subject to these terms as well as Exhibit A, which is attached hereto and incorporated by reference herein.

An Advertiser, which is an advertising agency, shall be deemed to enter into the Agreement both as principal and as agent on behalf of any individual or organization who requests an Advertisement. Consequently, an advertising agency and its client who request an Advertisement shall both be responsible both jointly and severally to University for payment of the services under the terms of this Agreement. Any requests for Services from an advertising agency must be on the advertising agency's official form submitted together with the order form where relevant. Where such advertising agency enters the Agreement on behalf of another individual or organization, the advertising agency will be deemed to have full authority in all matters connected with the placing of orders and the approval or amendment of Advertisement Copy.

Read and Agreed to: ☑ (Placing a checkmark inside this box indicates acceptance of the provisions of this Advertising Agreement)

By:

Printed Name

Exhibit A
Sales Terms & Conditions for Advertising Requests Made Online

1. CONTENT GUIDELINES:

A. University reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to the University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules.

B. Acceptancy of Ad Copy: University does not knowingly accept advertisements and newspaper inserts that discriminate based on sex, race, creed, religion, color, disability, military status or sexual orientation, nor does it knowingly print ads that violate any local, state or federal laws. The Editor reserves the right to approve all advertisements prior to publishing. The Editor reserves the right to add the word “Advertisement” to or reject advertising that simulates editorial.
UIC News weekly advertising agreement (cont.)

C. Right to Refuse: University has the right to refuse to publish or cancel for inappropriate content or advertising material. This includes, but is not limited to, advertisements that the University determines to be: libelous, obscene, deceptive, an invasion of privacy; or in violation of the laws of libel, copyright, trademark, trade names, patents; or promotes activities that are detrimental or damaging to the University or violates University policies and rules. University does not accept advertising for political candidates or issues, tobacco or alcohol products, or gambling. If an advertisement is rejected for inappropriate content, the Advertiser may send a replacement ad or choose an alternate publication date.

D. Pre-Printed Insertion Requirements: Insert ads should be no larger than 8.5" by 11" to fit inside the newspaper. There are two sizes offered: minimum size: 4.5 x 5.75 in and maximum size: 10 x 7 in. Restrictions: Tri-fold or Accordion fold is not accepted. All inserts require scheduling no later than two weeks prior to their insertion date. All exceptions require approval by the University.

2. AD PLACEMENTS:

Space is limited. Acceptance is on a first-come, first served basis. Ads usually do not run on the front page and back page. Ads appear in the printed version of the UIC News only, not online. Placement is at the discretion of the UIC News Editor. Excluding preferred placement purchases for inside front cover, center page and inside back cover, suggestions for the ad placement will be taken and consideration given for the placement of all ads, but cannot be guaranteed.

3. AD DELIVERY SCHEDULE:

A. Ads are to be uploaded online at the time of the I/O (insertion order form) request or with prior approval from ad coordinator, emailed directly to uicnewsads@uic.edu at a future date. Any other form of submission without prior permission is unacceptable. University is not liable for ads that are lost or damaged during transmission.

B. Page Ready Ads: PDF is the preferred format. Send Ad in time for our pre-flight review no later than 11 a.m. on the Monday before the scheduled publication date. University cannot accept advertisements by fax or disk. Photocopies or distorted, fuzzy advertisements will not be accepted. The advertiser is responsible for submitting their ad according to the specified measurements. University assumes no responsibility for the distortion of digitally enlarged or reduced Ads to fit the ad space ordered; or poorly designed Advertisements that include both artwork and text that makes it difficult to read the text when published. Advertisements can be uploaded or emailed in the form of PDF (preferred) JPEG, or TIF files as long as the file is in PC format.

C. Delivery of Ad Copy by the Advertiser does not constitute acceptance of the Advertisement until the University’s technical requirements have been satisfied and any relevant publishing instructions from the Advertiser have been delivered to University. Failure to provide or approve the final Advertisement within this time-period may lead to the inability of the publishing of the Advertisement.

D. Advertisers are liable for all content (including text representation and illustrations) of advertisements and are responsible without limitation, for any and all claims made thereof against the University, its officers, or employees.

E. Publication Deadlines: Final Copy of Advertisement is required seven (7) business days prior to the scheduled publishing date unless, in some case, University grants a shorter delivery period in writing to the Advertiser.

F. Published Ads, Proof of Placement: All advertisers will automatically receive a pdf e-newspaper emailed one to two business days following publication to the email address you provide as proof of placement. All advertisers will receive by U.S. Mail two (2) paper copies (tear sheets) of the printed newspaper within seven (7) business days from the date of publication depending on Advertiser’s geographic location. Please allow ample time for papers to arrive by U.S. Mail.
4. **DEADLINES**

Advertisers should make all space reservations by Monday at 4 p.m., one (1) week prior to the intended publication date. Ad materials that are hand-delivered or sent by special delivery service should arrive no later than 11 a.m. on the Monday before publication, sent to Office of Public and Government Affairs (MC 228) Attn: UIC News Advertising Room 1308 University Hall, 601 S. Morgan Street, Chicago, IL 60607-7113 Pre-Printed Inserts are a flat rate that includes stuffing costs. Rates are subject to change without notice but always at the beginning of our academic year.

5. **RATES:**

A. All advertising rates are net/non-commissionable.

B. **Discounts:** A 10% discount is offered when 2 to 5 ads are placed on the initial order and runs 2-5 weeks. A 15% discount is offered when 6 or more ads are placed and runs six (6) or more weeks.

C. **Discount Qualifications:** Advertiser does not have to use the same advertisement in each printed publication to qualify for the discount, but the ad must be the same size as the initial order. Advertiser’s order request, payment, and artwork must arrive in UIC NEWS at the same time, which is the initial request. Each time the ad size changes, a new online order request with payment must be submitted.

D. University reserves the right to sell special promotions and advertising packages that carry special rates.

6. **PAYMENTS:**

A. **Payments:** All accounts are due and payable at time of initial order request. University accepts both e-checks and credit card payments online through UI-Pay, making it easier to make advanced payment(s) that are required unless otherwise agreed on. Payment by paper check is due within 30 days of the invoice from University.

When advanced payments are not required, within 7 to 10 business days of the publication date Advertiser will receive an invoice and e-newspaper emailed to the address provided. It is the responsibility of the Advertiser to request the desired number of tear sheets. Otherwise, advertisers will receive by U.S.P.S. two full newspapers. Payments not received within 45 days will be charged an additional 1.5% late fee for each month following payment due date. It is highly recommended that the University’s email address is added to your white list to ensure prompt delivery of all communications.

E-check is an electronic withdrawal from a checking or savings account at a domestic (U.S.) bank account. Individuals who wish to issue e-checks against another type of account (credit card, home equity line of credit, money market account, mutual fund, etc.), must contact their financial institution to verify that electronic checks can be written against that account. A returned check fee or NFS fee will apply.

B. **Acceptable Credit Cards:** American Express, Discover, MasterCard and Visa.

C. **Payment Receipts:** Payments made online using our UI-Pay payment system will generate a confirmation receipt immediately after the transaction that will be emailed to the email address provided. Special billing privileges applies to other Colleges, Schools, and Universities who must request payment through their purchasing division and who require a billing invoice. These entities will receive the special payment consideration set forth in Section (A), paragraph 2. In such case, payment is due within 45 days or sooner from the date of the invoice. The State of Illinois Comptroller requires us to collect a Federal Employer Identification Number (F.E.I.N.) when extending credit. Provide a copy of employer’s W-9 form with this information. If the account becomes delinquent, the FEIN is provided to the State of Illinois Comptroller or to a private collection service to facilitate collection of the debt. Provision of the FEIN is voluntary and if you do not wish to provide one, full payment is required.
UIC News weekly advertising agreement (cont.)

D. Limits, Payment Address. The University reserves the right to set credit limits and/or require cash in advance. Checks shall be made payable to the University of Illinois at Chicago-UIC NEWS. Mail to UIC Office of Public and Government Affairs, MC (288), Attn: UIC News Advertising, 601 S. Morgan Street, Room 1308-UH, Chicago, IL 60607-7113. It is the Advertiser’s responsibility to ensure that payment is made by following up with their accounts payable or business manager. Invoices will be assessed a 1.5% interest every month, after 45 days, that a balance is left outstanding. You will receive an additional invoice for any assessment fees.

E. Online Order Summary Replaces Billing Invoice: You will receive an Order Summary that will be emailed to the email address you provide immediately after submitting your request. The order summary replaces the billing invoice and should be printed or emailed to your accounts payable as needed.

7. UIC CAMPUS ADVERTISERS:

A. University Faculty, Staff, and Students who advertise in UIC News must use their personal funds to make payments. If a person affiliated with the University of Illinois places an ad to promote an independent business venture or event, campus rates may be used. Ads promoting your non-university business activity must comply with RNUA regulations and clearly state your University of Illinois status.

B. Campus Department Payments: Payment is required at time of initial I/O (Insertion Order) request. A valid University of Illinois C-FOAP string is required. Consult your department’s business manager for this information. The newspaper advertising account code is 141400.

8. GENERAL CONDITIONS:

A. University reserves the right to change any policies and advertising rates at any time with written notification to affected advertisers prior to publication of future advertisements. In the event of a rate change, University will notify affected Advertisers who will have the right to either be released from contract obligations without penalty as of the date the new rates become effective or continue at the new rate.

B. In the event that a scheduled prepaid advertisement does not run due to the oversight of University, University will offer a “Make Good” at the discretion of the advertising coordinator. Claims must be received in writing within 10 days from the date of publication or sooner and used within six (6) months of the originally contracted publication date.

C. University is not liable for damages caused by the content of paid advertisements or by poor production quality due to an improperly designed advertisement or printing flaws.

D. University shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within the control of the University.

E. Liability for any error made by University will not exceed the cost of the advertisement’s space.

F. Advertiser will assume full liability for his/her advertisements and agrees to hold University harmless for the content of all advertisements authorized for publication and any claims that may be made against University.

G. Terminiations: Either party may terminate the Advertising Agreement by giving written notice at least three (3) business days prior to the date of the publication to cancel the insertion. If less than a three (3) day notice is given, the Advertiser may be responsible for the full contracted amount. In the event that University terminates this agreement and the Advertiser has prepaid, University shall credit back the amount of only the ad(s) not published after the cancellation date.

Read and Agreed to: ☑ (Placing a checkmark inside this box indicates acceptance of the Sales Terms & Conditions for Advertising Requests Made Online set forth in this Exhibit A to the Advertising Agreement)

By: ________________________________

Printed Name