MEDIA KIT
OFF-CAMPUS
ADVERTISERS
2018-19
“Many a small thing has been made large by the right kind of advertising.”

–Mark Twain

Advertising Contact

Christy Levy
Office of Public Affairs (MC 288)
601 S. Morgan St., 1320 UH
Chicago, IL 60607-7113

Phone (312) 996-0662
Fax (312) 996-3754
E-mail uicnewsads@uic.edu
Web today.uic.edu

Social Media
facebook.com/uicnews
youtube.com/uicmedia
twitter.com/uicnews
DEMOGRAPHICS

30,539 STUDENTS

19,448 UNDERGRADUATES 7,915 GRADUATES 3,176 PROFESSIONALS

WHERE DO STUDENTS COME FROM?

In-state: 24,890
Out-of-state: 2,132
International: 3,517

52.9% WOMEN
47.1% MEN

33.8% White
24.5% Hispanic/Latino
18.6% Asian

11.5% International
7.9% Black/African American
2.7% Two or more races

0.8% Unknown
0.1% Native HI or Pacific Islander
0.1% Am. Indian & Alaskan Native
UIC News reaches a unique market: more than 39,000 University of Illinois at Chicago students and employees, including faculty, administrative, professional and support staff. With an enrollment of more than 30,000 students, UIC is the largest university in the Chicago area. The campus is located just west of the Chicago Loop.

UIC News publishes six commemorative issues in print each year: back-to-school editions in August and January, and commencement editions — in English and Spanish — for December and May ceremonies. UIC News is distributed for free to the campus community.

**About UIC News**

- 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 65 out of more than 650 national universities in federal research funding.
- UIC has 15 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.

**INTERESTING FACTS ABOUT UIC**

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**UIC NEWS**

East Meets West
Collaboration examines how gut microbes affect athletic skills / pg. 6/7

June 13, 2018
Week 24, Edition 24
Vol 47, No 21
www.uic.edu/news

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Place your order online at go.uic.edu/uicnewsads

UIC News accepts print-ready advertisement in tif, jpg, eps or pdf format, uploaded with your online order. Color ads and preprinted insertions available for an additional charge. University of Illinois policy does not permit online advertising.

Payment online by credit card (American Express, Discover, MasterCard and Visa) or electronic check. Please allow 2 to 3 business days for payment to clear.

Multiple placement discounts:
- 10% discount for more than 2 ads
*To receive the discount, multiple ads must be placed at the time of your initial request.

Questions about payment or technical specifications?
Send an e-mail 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.
Rates & Colors*

**Full Page**
- 10 x 12.5 in
- $880

**Half Page Horizontal**
- 10 x 6.25 in
- $440

**Half Page Vertical**
- 5 x 12.5 in
- $440

**Quarter Page Vertical**
- 5 x 6.25 in
- $220

**Quarter Page Horizontal**
- 10 x 3.25 in
- $220

**Eighth Page**
- 5 x 3.25 in
- $110

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**Color Rate**
Full Color ads are an additional $250. All color costs are per insertion.

**Discounts**
10% discount for more than 2 ad placements

*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.*

*Rates are subject to change without notice.*
Publication Calendar 2018-19

UIC News publishes six commemorative issues in print each year and is distributed for free to the campus community.

**Back-to-school issues**
- August 8 (Advertising deadline August 1)
- January 9 (Advertising deadline January 2)

**Commencement issues**
- December 12 (Advertising deadline December 3)
- May 8 (Advertising deadline April 29)

**Congratulate graduating students or recognize award-winning faculty from your campus group, department or college by placing a congratulatory ad in the commencement edition of UIC News!**

**Special rates for congratulatory ads:**
- **Small**, 2.5 inches wide by 3.25 inches tall: $20
- **Medium**, 5 inches wide by 3.25 inches tall: $40
- **Quarter page**, 5 inches wide by 6.25 inches tall: $60
- **Half page**, 10 inches wide by 6.25 inches tall: $80
- **Full page**, 10 inches wide by 12.5 inches tall: $100
Insertion Requirements

For preprinted advertising materials inserted separately into newspapers.

**Circulation:** 10,000

Insertions are not accepted for the commencement issues.

**Requirements & Specifications**

- **Minimum Size:** 4.5 × 5.75 in
- **Maximum Size:** 10 × 5.5 in
- **Stock:** 70 lb or heavier

**Restrictions:** When folded, insert must fit well inside of the tabloid-style newspaper. Inserts that hang over the newspaper edges will not be published as requested. 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. Any delivery delays must be discussed with UIC NEWS staff.

**Delivery Instructions**

Inserts must be delivered at least 7 days prior to run date (no later than 11:00 a.m.) and labeled as indicated below. All folded insertions must arrive folded at the printer. 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. Failure to meet delivery instructions may delay in your order request.

Direct your questions to uicnewsads@uic.edu.

**Required Shipping Label Information:**

<table>
<thead>
<tr>
<th>Insert for UIC NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qty: _____ Size: _____ Run Date: _____</td>
</tr>
</tbody>
</table>

Lithotype
16710 Chicago Avenue
Lansing, Illinois 60438
Contact: Pam Rybicki
Phone: 708-895-3720

**Rates**

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

Rates are subject to change without notice. Be sure to check our media kit at news.uic.edu between July and August for possible changes.

*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 ("Advertiser")

_________________________________
Office Address - Street

_________________________________
Office Address - City, State, Zip

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.

I have read and agree to provisions of the Advertising Agreement.

_________________________________
Signature

_________________________________
Printed Name
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. Acceptance 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.

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 abide by size restrictions. Tri-fold or accordion-fold are 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 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, e-mailed 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 e-mailed in the form of PDF (preferred) JPEG, or TIFF files.

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 e-mail address provided as proof of placement. All advertisers will receive by U.S. Mail two (2) paper copies (tear sheets) of the printed
Terms & Conditions (continued)

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
601 S. Morgan Street, 1308 UH
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 more than 2 ads are placed on the initial order.

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 advance payment(s) that are required unless otherwise agreed upon. Payment by paper check is due within 30 days of the invoice from University.

When advance payments are not required, Advertiser will receive an invoice and e-newspaper emailed to the address provided within 7 to 10 business days of the publication date. It is the responsibility of the Advertiser to request the desired number of tear sheets. Otherwise, advertisers will receive by USPS 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 e-mail 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 e-mailed to the e-mail 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. Advertiser must 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.

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:

Office of Public and Government Affairs (MC 228)
Attn: UIC News Advertising
601 S. Morgan Street, 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 that a balance is left outstanding (after 45 days). Advertiser will receive an additional invoice for any assessment fees.

E. Online Order Summary Replaces Billing Invoice: Advertiser will receive an order summary that will be e-mailed to the e-mail address provided immediately after submitting a request. The order summary replaces the billing invoice and should be printed or e-mailed 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 a 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. Terminations: 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.

I have read and agree to the sales terms & conditions for advertising requests made online set forth in this Exhibit A to the advertising agreement.

_________________________________
Signature

_________________________________
Printed Name