ADVERTISING RATES
2011-2012
General Information

Little Rock is an active city with a population approaching 200,000 that is nestled in central Arkansas. The city is home to the University of Arkansas at Little Rock, which consists of approximately 13,000 students. The city hosts the beautiful Clinton Presidential Center in the River Market district downtown. Located in the center of the state, Little Rock is only a short drive to all of the amazing sights that “The Natural State” has to offer. In 2011, Newsweek named Little Rock 10th in its top 25 best cities for college graduates. The University of Arkansas at Little Rock is largely a commuter campus, yet the on-campus population continues to grow and is currently at about 1,000 students. Advertising with The Forum gets your message to people of all ages and backgrounds.

Our Paper
The Forum is the official student newspaper at the University of Arkansas at Little Rock. It is funded in part by the student activity fee and is published seven times each semester.

The opinions expressed in The Forum are those of the staff and contributing writers and do not represent the official views of the university. Students enrolled in MCOM 3320 and other reporting classes are also contributing writers for The Forum.

Advertising Office
Advertising inquiries should be referred to The Forum advertising manager’s office. Call 501.569.3265 or fax 501.569.3319. You may also email adman@ualr.edu.

Payment
Advertising payments must be made in advance, unless a frequency discount is applied. Checks should be made payable to “UALR Forum.”

Circulation
The Forum is printed every two weeks on Wednesdays during the fall and spring semesters. Newspaper racks can be found at various locations on campus and at some businesses surrounding campus.

Deadlines
All advertisements must be to the Advertising Manager by 5 p.m. the Friday before the issue is published.

Cancellations
Advertisement cancellations must be done by Friday at 5 p.m. prior to publication the next Wednesday.

Proofs
Proofs for printed and website advertising are provided upon request only.

Review Policy and Errors
The Forum reserves the right to refuse an ad be printed or posted online. The Forum will only be held accountable for mistakes in advertisements if the mistake was the fault of the newspaper staff. If the advertisement was provided to the staff with the mistake(s), The Forum assumes no responsibility. Compensation for errors of our doing cannot exceed the original cost of the advertisement.

In-House Design
Those wishing to have a member of The Forum staff design an advertisement should contact adman@ualr.edu for more information concerning pricing. Cost averages between $30 and $50, depending on the amount of time spent on the advertisement and how far in advance the request is given.

Website
Starting in the Fall of 2010, The Forum began using ualr.edu/forum as an online home to provide up to date information in addition to the printed newspaper.

Web Pricing
Advertising space is available on the website. All advertisements will run a total of two weeks.

- Single Post Ad - $100
- Side Bar Ad - $250
- Banner Ad - $400

Discounts are available if a web and print ad are purchased together.

Inserts
Inserts must be preprinted and to The Forum office two weeks prior to the issue print date. 2,500 inserts must be provided. Cost for inserts is $250.00.

Accepted File Formats
Advertisements are preferred to be in a high quality format, such as a .png file. Graphic resolution MUST be between 300 and 800 dpi. Advertisements with a graphic resolution lower than 300 dpi will not be accepted.

Frequency Discounts
The Forum offers discounts from five to 25 percent off for advertising multiple times. The discount gets better with the more issues you pay for. In order to receive a frequency discount, half of the total cost must be paid in advance.
We have developed 10 basic advertisement sizes to help you in determining what's right for you. With these, you just make your ad the appropriate dimensions and it will fit right into place. If, however, you want to design your own custom-sized ad, refer to page 3.

**Front Page Bottom**

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**Full Page**

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**1/2 Page**

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**1/4 Page**

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**1/8 Page**

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