



WILLIAM CAREY UNIVERSITY THE COBBLER NEWSPAPER MEDIA KIT 2013-2014

About Us: *The Cobbler* is one of the oldest college newspapers in the state. It traces its origins back to the 1920s when William Carey University was known as Mississippi Woman's College. It was then known as *The Scissors*. The newspaper received its current name in 1956 when the university was renamed William Carey College in honor of William Carey, D.D., the "Father of Modern Missions." The newspaper's name is derived from William Carey's humble profession as a cobbler, or a person who repairs shoes.

Readership and Circulation: *The Cobbler* is delivered to students, faculty and staff on the Hattiesburg and Tradition (Biloxi) campuses of William Carey University. There are a total of 1,500 copies printed each edition (eight editions per academic year). The newspaper is also available in its complete form, where many alumni read it, on the Carey website at www.wmcarey.edu/cobbler.

Advertising Contact: Advisor Joshua Wilson (601-318-6767 or jwilson@wmcarey.edu)

Dimensions: *The Cobbler* is a tabloid newspaper with a total area of 11.38" W x 17" H. The live area of the newspaper is 10.38" W x 16" H.

Display Advertisement Rate: Our current advertising rate is \$2.75 per inch.

Display Advertisement Sizes and Rates (all ads include free, full color):

- 10.38W x 16H Full Page (Live Area) = \$457.00
- 10.38W x 7.75H Half Page (Live Area) = \$221.00
- 5W x 7.75H Vertical Quarter Page (Live Area) = \$107.00
- 10.38W x 3.75H Horizontal Quarter Page (Live Area) = \$107.00
- 5W x 3.75H Eighth Page (Live Area) = 18.75 x \$2.75 = \$52.00

Discounts: Advertisers are eligible for percentage discounts when purchasing ads in multiple editions:

- All editions: 10% off entire purchase

Availability: Advertisements are available on a "first come, first served" basis. Some sizes may not be available in all editions.

Insertion and Placement Deadlines: Insertion orders must be placed 10 days prior to the "content due" date. Ad copy is due five days prior to the "content due" date. Camera ready ads will be accepted until the "content due" date.

Payment: Payment is accepted by cash or check and should be mailed to WCU Box 141, 498 Tuscan Avenue, Hattiesburg, MS 39401. Make checks payable to William Carey University and in the memo field indicate "advertising for student newspaper."

Copy Restrictions: *The Cobbler* reserves the right to censor, edit or reject any advertising that is deemed contrary to the university's mission. Advertisers are encouraged to exercise good judgment, good taste and familiarity with the mission statement of William Carey University.

Advertisement Positioning: Ads are positioned at the discretion of the Advisor and Editor-in-Chief. In some cases, ads can be guaranteed a certain position for an additional fee of \$25.