

About Student Publications at Jackson State University

The Office of Student Publications is responsible for coordinating the production of student-oriented publications, specifically, the campus/student newspaper, The Blue & White Flash, the eXperience Magazine, and the student handbook. Student involvement is critical to the successful production of such publications, and students from various academic disciplines and classifications are able to practice journalism, demonstrate leadership skills, practice ethical decision-making, engage in personal and professional development, as well as provide a service to the students and university community.

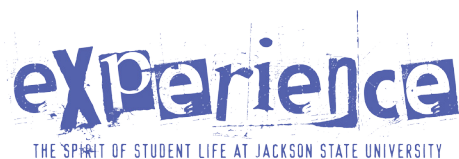


The Blue & White Flash

The Blue & White Flash, the official student newspaper of Jackson State University, offers a variety of news and other information to meet the needs of its readers, primarily the 8,500+ students at JSU. The Flash provides coverage of campus events and issues, as well as coverage of significant local, national, and international news, sports, and features. An online version is also available via the JSU website. About 3000 copies of The Flash are distributed on campus and throughout the community. The Flash also produces special sections that highlight various events such as Homecoming, African American History Month, health and fitness and employment opportunities.

The Mississippi Press Association has recognized The Flash as being one of the top student newspapers in the state. The paper has won numerous MPA awards. The Flash is also a member of the Black College Communications Association, and the Associated Collegiate Press.

The Flash pledges to continue its more than 70+-year-old tradition of publishing a high quality, respected and informative product. For advertising information, contact theflash@jsums.edu or call 601-979-2167.



The eXperience Magazine

The eXperience is a bi-annual magazine that embodies the spirit of student life at Jackson State University. Written and edited by students, the premier edition of the magazine was launched in the spring of 2009. About 1500 copies of the magazine are distributed on campus and an online edition is available on the JSU Student Life website. eXperience magazine writers come from various majors, cities, countries and nationalities to ensure that the JSU eXperiences documented in the publication are true reflections of the diversity at the university. For advertising information, contact the staff at experience.magazine@jsums.edu or call 601-979-2167.

Contact Information

The Blue & White Flash Mailing Address

The Blue & White Flash • PO Box 18449
Jackson, MS 39217

The Blue & White Flash Delivery Address

Room 211 • Blackburn Language Arts Building
Jackson State University (Main Campus)
Jackson, MS 39217

The Blue & White Flash Telephone #'s

Advertising 601.979.2167
Newsroom 601.979.8674
Fax 601.979.2876
Adviser 601.979.2167
e-mail: theflash@jsums.edu

Office Hours: 8 p.m. - 5 p.m. Monday-Friday

The eXperience Mailing Address

The eXperience Magazine • PO Box 18449
Jackson, MS 39217

The eXperience Telephone #'s

Advertising 601.979.2167
Newsroom 601.979.8674
Fax 601.979.2876
Adviser 601.979.2167
e-mail: experience.magazine@jsums.edu

Student Publications Personnel

Sylvia T. Watley

Director of Student Publications 601.979.2167

Ernest F. Camel III

Production Coordinator 601.979.8674

Shannon Tatum

Ad Manager/Production Assistant 601.979.2167

The Blue & White Flash Advertising

Terms and Conditions

The Blue & White Flash adheres to all applicable state and federal regulations governing advertising. We reserve the right to reject any advertisement.

- The Blue & White Flash reserves the right to edit or reject any copy.
- If billings are not paid by the due date, The Blue & White Flash reserves the right to cancel the advertising agreement without notice. In such event, all charges for advertising published prior to such cancellation shall immediately become due and payable at the rate earned to date of cancellation.
- A \$40 service charge will be assessed to all returned checks.
- Advertisements canceled after published dead lines will be billed to advertiser (for unsold space).
- All advertising must carry identification of the sponsor or sponsoring organizations.
- Any ad that closely resembles editorial material must carry the words "Paid Advertisement" in minimum 10-point bold typeface.
- The Blue & White Flash shall be under no liability for late delivery due to any natural occurrence or printer error.
- The Blue & White Flash may offer promotions not listed in the rate card.
- Tearsheets are mailed every Friday.
- The Blue & White Flash reserves the right to amend the terms, conditions and rates in this Rate Card at any time with 30 days notice. In this event, the advertiser may, penalty free, amend or cancel his/her contract or space reservation order on the date the rates change or conditions take effect.

The Blue & White Flash reserves the right to require advertisers to pay in advance or to pay in cash. If a debt is not settled by the stated due date in the signed contract, The Blue & White Flash reserves the right to terminate the advertising agreement without notice.

Tabloid Dimensions & Print Advertising Rates

The Blue & White Flash is printed in tabloid format. Regular press run = 3,000 copies; special welcome and back to school edition = 5,000 copies
*NOTE: Full color: add \$150.00. Spot color: add \$100.00 to prices stated below.
Call or email about placement options or frequency

Full Page Width = 9.812 inches Height = 13.25 inches Local: \$616.00 National: \$755.00	Quarter Page (2 Column) Width = 4.812 inches Height = 6.562 inches Local: \$102.00 National: \$125.00
Half Page (4 Column) Width = 9.812 inches Height = 6.562 inches Local: \$205.00 National: \$250.00	Quarter Page (4 Column) Width = 9.812 inches Height = 3.25 inches Local: \$102.00 National: \$125.00
Half Page (2 Column) Width = 4.812 inches Height = 13.25 inches Local: \$205.00 National: \$250.00	1/8 Page (2 Column) Width = 4.812 inches Height = 3.187 inches Local: \$50.00 National: \$61.00
1/3 Page (4 Column) Width = 9.812 inches Height = 4.312 inches Local: \$135.00 National: \$165.00	Rate Per Column Inch Local: \$7.75 National: \$9.50
1/3 Page (2 Column) Width = 4.812 inches Height = 8.75 inches Local: \$135.00 National: \$165.00	The Blue & White Flash Subscription Information 1 year..... \$25 2 year..... \$40

Contact Information

The Blue & White Flash • PO Box 18449
Jackson, MS 39217

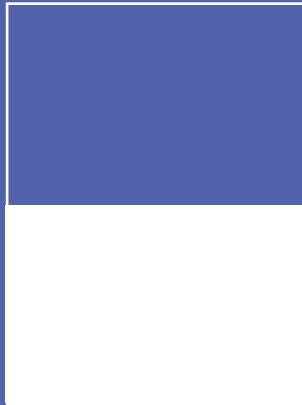
Ad Manager

shannon.d.tatum@jsums.edu
Phone: 601.979.2167
Fax: 601.979.2876

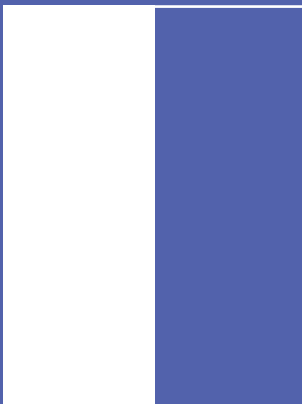
Full Page Ad



1/2 Page Ad



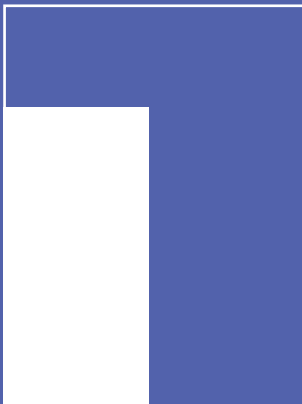
1/2 Page Ad



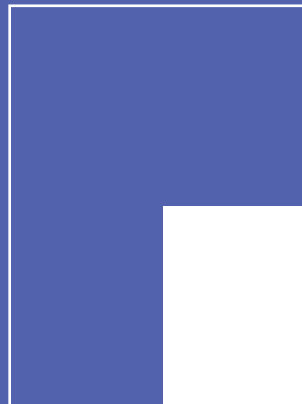
1/3 Page Ad



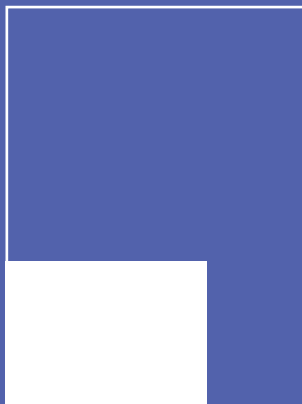
1/3 Page Ad



Quarter Page Ad



Quarter Page Ad



1/8 Page Ad



Classified Advertising

\$0.25 per word with a 10-word (\$2.50) minimum. The advertisement must run two consecutive issues. No frequency discounts apply to classified advertising. Reversed type is not accepted. Cancellation of advertising for refund cannot be made after the deadline for space is reserved. Classified advertisements are 1/16 of a page.

In the event that a classified ad does not run as scheduled or contains an error that is clearly the fault of The Blue & White Flash, we will correct the content and, in the next possible issue, run the revised classified free of charge.

Inserts

\$150 per 1,000 inserts ----- maximum number of inserts accepted per press run up to 3,000

Minimum size: 4" x 7"
Maximum size: 10" x 11"
Only Pre-Printed inserts accepted

Ad Design

Need help? Ask the Blue & White Flash to design your ad. Ad design is \$55.

Clients requiring a proof for an ad designed or altered by The Blue & White Flash must submit information by noon one week prior to the publication day. Client must approve artwork by the ad deadline.

Placement Requests

Ad placement preferences for any page aside from the back page is not guaranteed but will be honored when possible.

Ad Deadlines

(for publication in the Thursday issue)
(Camera Ready) Advertising is preferred:
Due: Friday @ 12 Noon (prior to desired issue date)
Insertion orders should be sent at least 7 days in advance.

About Jackson State University

Since 1877, Jackson State University has been providing young men and women opportunities that will empower them to succeed in an increasingly complex world. As the Urban University of Mississippi, Jackson State emphasizes public service programs designed to enhance quality of life and seek solutions to urban problems in the physical, social, intellectual, and economic environments.

Located in Jackson, the capital city and the cultural, political, geographic and business center of Mississippi, the campus is a scenic 125-acre tract only five minutes from downtown and less than twenty minutes from Jackson-Evers International Airport. For more information about Jackson State University visit: <http://www.jsums.edu>

2011-2012 Publication Schedules

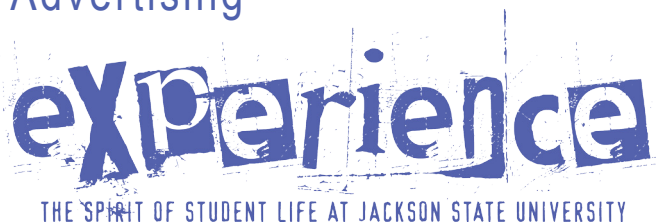
The eXperience Magazine

ISSUE DATE	EMPHASIS	ADVERTISING DEADLINE
Mid-December	Fall Edition	October 14
Mid-April	Spring Edition	March 2

The Blue & White Flash

ISSUE DATE	EMPHASIS	ADVERTISING DEADLINE
August 8	New Student Issue	TBD
September 1	Welcome Back	August 26
September 8		September 2
September 15		September 9
September 22		September 16
September 29	Homecoming	September 23
October 6		September 30
October 13		October 7
October 27		October 21
November 3		October 28
November 10	Thanksgiving	November 4
November 17		November 11
December 1		November 25
January 19	Black History Month	January 13
January 26		January 20
February 2		January 27
February 9		February 3
February 16		February 10
February 23		February 17
March 1	Women's History Month	February 24
March 22		March 16
March 29		March 23
April 5		March 30
April 12		April 6
April 19	Graduation Issue	April 13
SUMMER ISSUES		
May		TBD
June		TBD
July		TBD

The experience Magazine Advertising



The eXperience magazine has been a part of Student Publications since 2009. It is a bi-annual magazine that embodies the spirit of student life at Jackson State University. The magazine include news and features that affect JSU students. Stories dealing with health issues, financial matters, student life and JSU sports are highlighted.

Ad Design

Need help? Ask The eXperience to design your ad. Ad design is \$55.

Clients requiring a proof for an ad designed or altered by The eXperience must submit information by noon, one week prior to the publication day. Client must approve artwork by the ad deadline. Any ad that closely resembles editorial material must carry the words "Paid Advertisement" in minimum 12-point typeface.

Ad Policies

The eXperience Magazine adheres to all applicable state and federal regulations governing advertising. We reserve the right to reject any advertisement and the right to edit or reject any copy.

Credit Policy & Delinquent Accounts

The eXperience Magazine reserves the right to require advertisers to pay in advance or to pay in cash. If a debt is not settled by the stated due date in the signed contract, The eXperience Magazine reserves the right to terminate the advertising agreement without notice. A \$40 fee will be charged for all returned checks.

Refunds & Cancellations

Advertisements cancelled after published deadlines will be billed to the advertiser. No refunds and no credits. The eXperience Magazine will not be responsible for copy changes made by telephone. The eXperience Magazine assumes no financial responsibility for ads submitted with errors in artwork or information provided in error by advertisers. The experience magazine shall be under no liability for publication delays due to natural disasters inevitable accidents or printing errors.

Sample Ad Rates and Sizes

Full Page Ad



(8.5 x 11)

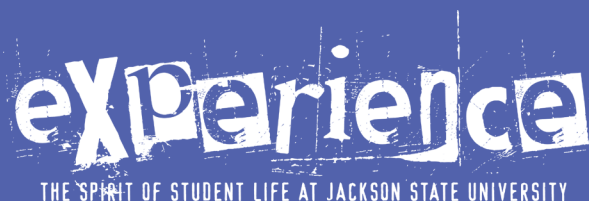
Full Color Full Page	\$250.00
Inside Front Cover	\$400.00
Inside Back Cover	\$400.00

Ad Deadlines

October 14
March 2

Publication Dates

Mid-December
Mid-April



Contact Information

The eXperience Magazine • PO Box 18449
Jackson, MS 39217

Ad Manager

shannon.d.tatum@jsums.edu

Phone: 601.979.2167

Fax: 601.979.2876



The Official Student Newspaper of Jackson State University

2011 Advertising Contract

Please send contract and payment to:
The Jackson State University Office of Student Publications (OSP)
The Blue & White Flash / The eXperience Magazine
P.O. Box 18449 • Jackson MS 39217
Phone: 601-979-2167 • Fax: 601-979-2876

Company/Organization:
Contact:
Mailing Address:
City:
State/Province:
Zip Code: Country:
Phone: Fax:
E-mail:

- The OSP agrees to provide:
the advertising as indicated on the order form which is part of this contract.
Advertiser will supply OSP with artwork according to the specifications described.
All changes, additions or deletions will not be considered agreed to or binding to the other unless such modifications have been either initialed or approved in writing by both parties.
OSP reserves the right to require prepayment for all new contracts established.
The signing of the contract indicates acceptance and shall not be modified or amended except in writing and signed by both parties.
The OSP shall have no liability for failure to execute this advertising contract because of government restrictions, acts of God, accidents, fires, internet outages or any other cause beyond OSP's control that would affect production or distribution.

Advertiser

Name: Title:
Signature: Date:

TOTAL Payment Amount:

Select method of payment: Check Money Order (make check payable to The Blue & White Flash in U.S. funds)
Visa MasterCard Purchase Order #

Print Cardholder Name:
Signature:
Credit Card Number:
Expiration Date: CVN Code: (MC/Visa-3 digit code back)

[For Office Use Only] Contract # Insertion Order # Initial

For More Info Contact: Shannon Tatum • Advertising Manager
Phone: (601) 979-2167 • Fax (601) 979-2876 • Email: shannon.d.tatum@jsums.edu