

THE *Lasso*

Advertising Rates 2019-2020

As Texas Woman's University's premiere, student-run news source, the award-winning *Lasso* is an excellent resource for reaching students, faculty and staff at TWU's Denton, Dallas and Houston campuses. During the fall and spring semesters, *The Lasso* publishes a special print edition once per month and weekly online at www.twulasso.com.

PRINT RATES

The Lasso sells advertising space at \$6 per column inch for the print edition. Our paper is 6 columns wide and 21.5 inches tall. There is no additional charge for use of color.

Save 10% off of your advertising order by placing an ad in 3 or more issues of *The Lasso*, or save 5% by bundling your print ad with a digital advertisement on www.twulasso.com.

WEB RATES

Advertising is also available online through www.twulasso.com. Your web ads will be displayed on the homepage of www.twulasso.com as well as any subpages and on our mobile site. We offer web rates in three sizes:

- Full Banner, 720px by 90px
\$80/week, \$300/month
- Medium Sidebar, 300px by 250px
\$70/week, \$265/month
- Small Sidebar, 200px by 200px
\$60/week, \$230/month

Full Page
\$774.00

6 columns x 21.5"
(11.5" x 21.5")
column inches

Half Page
\$387.00

6 columns x 10.75"
(11.5" x 10.75")
3 columns x 21.5"
(5.65" x 21.5")
column inches

Quarter Page
\$193.50

3 columns x 10.75"
(5.65" x 10.75")
6 columns x 5.38"
(11.5" x 5.38")
column inches

Eighth Page
\$96.75

1 columns x 10.75"
(1.76" x 10.75")
3 columns x 5.38"
(5.65" x 5.38")
6 columns x 2.69"
(11.5" x 2.69")
column inches

Space for print advertisements must be reserved by 5 p.m. on the Wednesday prior to a print release, and artwork or other ad materials must be received the noon of the Friday prior to the print release.

FALL 2019

Aug. 28

“Welcome Back” Special Print Edition

Sept. 4 - Online

Sept. 11 - Online

Sept. 18 - Online

Sept. 25 - **PRINT**

Oct. 2 - Online

Oct. 9 - Online

Oct. 16 - Online

Oct. 23 - Online

Oct. 30 -

“Halloween” Holiday Print Edition

Nov. 6 - Online

Nov. 13 - Online

Nov. 20 - Online

Nov. 27 -

“Holiday/Winter Break” Print Edition

Advertiser: _____

Address: _____

City: _____

State: _____ Zip: _____

Contact Person: _____

Phone: _____

E-Mail: _____

Date: _____

Web or Print: _____

Ad Size: _____

Additional Info: _____

Cost per run

X

Number of runs

=

Total

Client Signature Date

Salesperson Signature Date