

The Lasso

Your student newspaper since 1914

Advertising Rates Fall 2021

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* distributes 700 issues during our monthly print runs to the Denton, Dallas and Houston campuses and receives over 4,000 visitors to our website each month during the fall and spring semesters, where we publish breaking news weekly.

PRINT RATES

The Lasso sells advertising space at \$11.36 per column inch for the print edition. Our paper is 4 columns wide and 11 inches tall. There is no additional charge for use of color.

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 \$500 4 Columns by 11" (8.5"x11") 44 Column Inches	Half Page \$260 2 Columns x 11" (4.25"x11") 4 Columns x 5.5" (8.5"x5.5") 22 Column Inches	Quarter Page \$135 2 Columns x 5.5" (4.25"x5.5") 4 Columns x 2.75" (8.5"x2.75") 11 Column Inches	Eighth Page \$70 1 Column x 5.5" 1.25"x5.5" 2 Columns x 2.75" (4.25"x2.75") 4 Columns x 1" (8.5"x1") 5.5 Column Inches
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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 2021

Print Issues:

September 2021

October 2021

November 2021

Online Weeks:

August 23

August 30

Septmeber 6

September 13

September 20

September 27

October 4

October 11

October 18

October 25

November 1

November 8

November 15

November 22

December 6

Please check any dates that you would wish to run your advertisement.

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 _____