

# The Lasso

*Your student newspaper since 1914*

## Advertising Rates Fall 2023

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](http://www.twulasso.com). Your web ads will be displayed on the homepage of [www.twulasso.com](http://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

<b>Full Page</b> \$500  4 Columns by 11" (8.5"x11") 44 Column Inches	<b>Half Page</b> \$260  2 Columns x 11" (4.25"x11") 4 Columns x 5.5" (8.5"x5.5") 22 Column Inches	<b>Quarter Page</b> \$135  2 Columns x 5.5" (4.25"x5.5") 4 Columns x 2.75" (8.5"x2.75") 11 Column Inches	<b>Eighth Page</b> \$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 2023**

**Print Issues:**

September

October

November

**Online Weeks:**

August 28

September 4

September 11

September 18

September 25

October 2

October 9

October 16

October 23

October 30

November 6

November 13

November 20

November 27

December 4

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 \_\_\_\_\_