



## JOURNALISM AND MASS COMMUNICATION

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student media advertising

Reach THELARGEST college market in Abilene. Advertise your business in print and online with The Optimist. Share your message with the masses of our ACU students, faculty, staff, alumni, visitors and community. Keeping ACU 'optimistic' since 1912.

**MEDIA KIT**  
**2017-2018**



# FAST FACTS

ACU is **THE LARGEST** college market in Abilene.

## 4,910

STUDENTS FROM 41 COUNTRIES

- 3,758 undergraduates, including 1,047 freshmen
- 1,152 graduate students

## 700+

FACULTY AND STAFF EMPLOYED BY ACU



is the most **WIDELY DISTRIBUTED** information and news source on campus!

## 4,000

papers distributed per weekly publication



Student Media produced by the Department of Journalism and Mass Communication/JMC Network

# The Optimist

## PRINT ADVERTISING

### LOCAL RATES

Available to all advertisers located within Abilene and the Big Country. These net rates are non-commissionable to advertising agencies.

PCI - price Per Column Inch  
B&W: **\$7.50** | COLOR: **\$10.35**

### LOCAL CONTRACTS

INCHES	DISCOUNT
200-399	10%
400-999	15%
1,000-1,500	20%

### ON-CAMPUS and NON-PROFIT RATES

Available to all ACU departments and organizations, and non-profit organizations.

PCI - price Per Column Inch  
B&W: **\$6.45** | COLOR: **\$9.30**

### NON-PROFIT CONTRACTS

INCHES	DISCOUNT
200-399	10%
400-999	15%
1,000-1,500	20%

### NATIONAL / OPEN RATE

PCI - price Per Column Inch  
B&W: **\$12.00** | COLOR: **\$17.15**

### AD SIZE

AD SIZE	B&W	COLOR
Business Card 2X2 - (3.25"X2")	<b>\$30.00</b>	<b>\$41.40</b>
2X3 - (3.25"X3")	<b>\$45.00</b>	<b>\$62.10</b>
2X5 - (3.25"X5")	<b>\$75.00</b>	<b>\$103.50</b>
1/8 PAGE - 3X5 (4.94"X5")	<b>\$112.50</b>	<b>\$155.25</b>
1/4 PAGE - 3x10.5 (4.94"X10.5")	<b>\$236.25</b>	<b>\$326.03</b>
1/3 PAGE - 4X10.5 (6.63"X10.5")	<b>\$315.00</b>	<b>\$434.70</b>
HALF PAGE - 6x10.5 (10"X10.5")	<b>\$472.50</b>	<b>\$652.06</b>
FULL PAGE - 6x21 (10"X21")	<b>\$945.00</b>	<b>\$1,304.12</b>

### AD SIZE

AD SIZE	B&W	COLOR
Business Card 2X2 - (3.25"X2")	<b>\$25.80</b>	<b>\$37.20</b>
2X3 - (3.25"X3")	<b>\$38.70</b>	<b>\$55.80</b>
2X5 - (3.25"X5")	<b>\$64.50</b>	<b>\$93.00</b>
1/8 PAGE - 3X5 (4.94"X5")	<b>\$96.75</b>	<b>\$139.50</b>
1/4 PAGE - 3x10.5 (4.94"X10.5")	<b>\$203.18</b>	<b>\$292.95</b>
1/3 PAGE - 4X10.5 (6.63"X10.5")	<b>\$270.90</b>	<b>\$390.60</b>
HALF PAGE - 6x10.5 (10"X10.5")	<b>\$406.35</b>	<b>\$585.90</b>
FULL PAGE - 6x21 (10"X21")	<b>\$812.70</b>	<b>\$1,171.80</b>

Ad costs are for one run. Additional sizes are available. Contract rates and frequency discounts available.

Call Optimist Advertising at (325) 674-2819 for more information.

## PREPRINTED INSERTS

RATE (PER 1,000)	PAGES
<b>\$110</b>	1-4
<b>\$115</b>	6-10
<b>\$130</b>	12+

- Acceptance of inserts is on approval by the Optimist Advertising staff. An insertion order and sample of the insert must be received at least 7 business days prior to the requested insertion date.
- Inserts must be delivered to our printer between 8:00 a.m. and 3:30 p.m. at least 3 business days prior to the insertion date.
- The minimum insertion order is 4,000, single run.

### DELIVERY ADDRESS:

Attention: Optimist Inserts  
Abilene Reporter-News  
101 Cypress Street  
Abilene, TX 79601

# PUBLICATION SCHEDULE

## FALL 2017

AUGUST: 28  
 SEPTEMBER: 1, 8, 15, 22, 29  
 OCTOBER: 6, 13, 20, 25\*  
 NOVEMBER: 3, 10, 17  
 DECEMBER: 1, 8

## SPRING 2018

JANUARY: 19, 26  
 FEBRUARY: 2, 9, 16, 23  
 MARCH: 2, 9, 23, 28\*  
 APRIL: 6, 13, 20, 27  
 MAY: 4, 11

# SPECIAL ISSUES

AUG 28 & SEPT 1: Back-To-School  
 SEPT 15: Summit & Wildcat Stadium Grand Opening  
 SEPT 22: Family Weekend & Freshman Follies  
 OCTOBER 20: Homecoming  
 JANUARY 19: Back-To-School  
 FEBRUARY 16: Sing Song  
 MAY 11: Commencement

\*Early Pub Date: the weekly issue will publish Wednesday due to a school holiday that week.

The *Optimist* print edition publishes weekly on Fridays throughout the school year. We do not publish issues during summer, winter break, or Spring Break.

# FREQUENCY DISCOUNTS

## PRINT:

**10% discount:** 4+ ads per semester  
**15% discount:** 8+ ads per semester  
**20% discount:** 12+ ads per semester  
**35% discount:** every issue

## ONLINE:

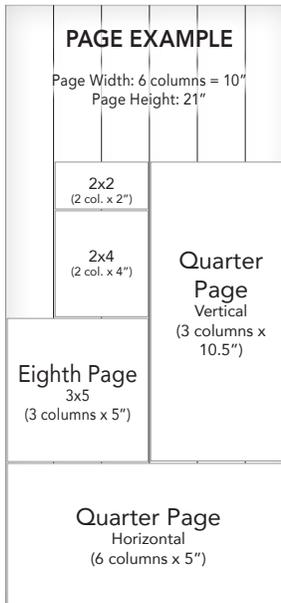
**10% discount:** 4+ weeks online ads/ one month  
**15% discount:** 8+ weeks online ads/ two months  
**20% discount:** 12+ weeks online ads/ all semester  
**35% discount:** online ads all school year

# DEADLINES

Ad Space Reservation..... 3 business days prior to publication date  
 Artwork/Camera Ready Ad Submission ..... 2 business days prior to publication date

# CIRCULATION

4,000 copies are printed each publication in fall and spring semesters. *The Optimist* is distributed free on the ACU campus to a community of more than 5,500 readers.  
 Print Subscription - \$40.00 annually (2 semesters, Fall and Spring), 1 print issue per week, mailed bi-weekly, postage included. Payable in advance, contact the JMC office at 325-674-2296.



*Save More!*  
**Ask us about our Media Packages!**  
 Pre-Packaged Print/Online Advertising Campaigns

## INCHES & COLUMNS ▶

# SIZE & FORMATTING

Pages are 10" wide (6 columns) and 21" tall. Column widths are as follows:

- 1 column:** 1.56"
- 2 columns:** 3.25"
- 3 columns:** 4.94"
- 4 columns:** 6.63"
- 5 columns:** 8.31"
- 6 columns:** 10"

# DESIGN SPECIFICATIONS

Ad sizes are expressed by the number of columns wide by the number of inches tall (i.e., a 3x5" ad is 3 columns wide by 5 inches tall). Multiplying columns by inches gives the ad size in "column inches" (the example would be 15 column inches).

Ad sizes can be virtually any size as long as these rules are followed:

- Widths are in full columns (no fractions).
- Heights are in half-inch increments.
- Minimum ad size is 4 column inches.

# AD DESIGN

Don't have the time or the know-how to design your own?

**LET US DESIGN IT FOR YOU**  
*free of charge!*

For graphic design services, please provide logo, images, and content at least 5 business days prior to publication date.

Please call Optimist Advertising at (325) 674-2819 for questions or email [optimist@acu.edu](mailto:optimist@acu.edu).

1 COLUMN = 1.56"  
 2 COLUMNS = 3.25"  
 3 COLUMNS = 4.94"  
 4 COLUMNS = 6.63"  
 5 COLUMNS = 8.31"  
 6 COLUMNS = 10"



# DIGITAL MEDIA

www.acuoptimist.com • Optimist Social Media Outlets • Optimist Sport • ACU Video

## ONLINE • ACUOPTIMIST.COM

### ONLINE/ WEB DISPLAY ADS

Over 34,000 monthly pageviews, online ads can reach over 15,000 monthly unique users on our site. Online display ads are sold in weekly or monthly increments. Ads are placed on an ad rotator which will change the ad with refreshing the page and run ROS (run-of-site) on acuoptimist.com.

All ads are fully clickable, and click-through can link directly to advertiser's website, custom URL, or landing page. Static and animated ads supported (.jpg or .gif file types, max file size 50KB). Maximum animation is 00:15 seconds, but may loop continuously.

Ad performance reports with clicks and impressions are available upon advertiser's request.

### ADVERTISING RATES

Monthly and Semester discounts available.

**MASTHEAD\*** \$100.00 per week

- Leaderboard 728 x 90 pixels
- Large Mobile Banner 320 x 100 pixels

\*Please provide both ad sizes. Automatic ad placement based on device size.

**BIG BOX** \$90.00 per week

- Medium Rectangle 300 x 250 pixels

**SMALL SQUARE** \$40.00 per week

- Button Ad 125 x 125 pixels

### ONLINE STATS\*

34,500 Monthly Pageviews

22,300 Monthly Sessions

16,000 Unique Visitors (Users)

\*Online statistics based on monthly averages from August through October 2016.

DESKTOP ▶

The Optimist  
serving Abilene Christian University since 1912

Masthead (Leaderboard) 728x90

NEWS SPORTS OPINION FEATURES LIFE MULTIMEDIA POLICE LOG PRINT EDITION

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MOBILE ▼

The Optimist  
serving Abilene Christian University since 1912

Masthead (Large Mobile Banner) 320x100

NEWS

SPORTS

**The Ken Collums Show #9 – 2016**  
OCTOBER 27, 2016 BY HANNAH HULL — LEAVE A COMMENT  
Grant, Hannah, and Coach Collums look back on highlights from last week's Homecoming victory versus Incarnate Word and preview next week's game at McNeese. Max Preston gives a glimpse of... [Read more.](#)

**Wildcat Stadium press box to honor Chuck Sitton**  
OCTOBER 25, 2016 BY LAUREN FRANCO — LEAVE A COMMENT  
Last weekend during Homecoming chapel, ACU Sports unveiled plans to dedicate the five-story, 55,000-square-foot press box being built at Wildcat Stadium to Chuck Sitton. The honor of Sitton comes as a result... [Read more.](#)

**Tennis closes out fall season at ITA Regionals with 22 victories**  
OCTOBER 25, 2016 BY MIKHAEL CLINTON — LEAVE A COMMENT  
The Wildcat's men and women's tennis teams parted ways to TCU and Baylor this past weekend to compete at the ITA Regional Championship against other Div. 1 schools from all... [Read more.](#)

LIFE



**Buffalo Gap Historic Village hosts haunted history fundraiser**

OCTOBER 16, 2016 BY LAUREN FRANCO — LEAVE A COMMENT  
The Buffalo Gap Historic Village is scaring crowds for its 5th annual haunted village tour. The village consists of 18 different historic monuments from the Alabama and Buffalo Gap area as far... [Read Full Article](#)

OPINION

**Letter to the Editor: Why I'm a Republican voting for Hillary**

OCTOBER 25, 2016 BY BRIANNA CLOSE — LEAVE A COMMENT

**Dak or Romo?**

OCTOBER 25, 2016 BY MAX PRESTON — LEAVE A COMMENT

**Honest thoughts from an undecided voter**  
OCTOBER 25, 2016 BY KASSIE KIM — LEAVE A COMMENT

**Big Box (Medium Rectangle) 300x250**

**Big Box (Medium Rectangle) 300x250**

**Small Square 125x125**

**Small Square 125x125**

**Small Square 125x125**

**Small Square 125x125**

# ACU VIDEO • ACU TV

Official television production for the Optimist/JMC Network



YouTube

youtube.com/acuvideo

## 526,000 VIEWS

**\$50 per video sponsorship**

*One sponsored newscast available per day.*

**WATCH, FOLLOW, and SUBSCRIBE to ACU VIDEO!**

Videos also posted to acuoptimist.com and social media.



## THE ADAM DORREL SHOW

Be sure to watch Saturdays at 11 AM on KTAB-TV and online at acuoptimist.com.

The Adam Dorrel Show will produce twelve (12) episodes during the fall 2017 season. Each show will preview upcoming football games and cover events of the previous week, including home and away games. It will introduce ACU's new head football coach, Adam Dorrel, and the beautiful new Wildcat Stadium. Co-hosting the show again this year will be Voice of the Wildcats Grant Boone and senior journalism major Hannah Null.

### 2017 SEASON SCHEDULE

**Episode 1:** Saturday, Sept. 2  
New Mexico, 7 pm CST  
Albuquerque, NM

**Episode 2:** Saturday, Sept. 9  
Colorado State, TBA - Fort Collins, CO

**Episode 3:** Saturday, Sept. 16  
Houston Baptist, 6 pm - Abilene

**Episode 4:** Saturday, Sept. 23  
Stephen F. Austin, 6 pm - Abilene

**Episode 5:** Saturday, Sept. 30  
Incarnate Word, 6 pm - San Antonio

**Episode 6:** Saturday, Oct. 7  
McNeese State, 6 pm - Abilene

**Episode 7:** Saturday, Oct. 14  
Nicholls, 3 pm - Thibodeaux, LA

**Episode 8:** Saturday, Oct. 21  
Southeastern Louisiana, 2:30 pm  
Abilene (Homecoming)

**Episode 9:** Saturday, Oct. 28  
Bye week

**Episode 10:** Saturday, Nov. 4  
Northwestern State, 6 pm  
Natchitoches, LA

**Episode 11:** Saturday, Nov. 11  
Sam Houston State, 6 pm - Abilene

**Episode 12:** Saturday, Nov. 18  
Central Arkansas, 3 pm - Conway, AR

## ADVERTISING RATES

Discounts available in combination with print/online advertising campaigns.

**\$75 per :30 second commercial spot**

12 SHOWS | Airs on Abilene KTAB-TV Saturdays at 11 a.m.

## OPTIMIST SPORTS

Official sports desk of the Optimist/JMC Network



acuoptimist.com/sports



youtube @acuvideo



facebook.com/optimistsports



instagram @optimistsports



twitter @optimistsports



snapchat @optimistsports

The Optimist  
*Sponsored*

## SOCIAL MEDIA PUSHES



Facebook

facebook.com/acuoptimist

## 2,500 LIKES

**\$50 per post**

*One sponsored post available per day.*



Twitter

@acuoptimist

## 3,400 Followers

**\$75 per tweet**

*One sponsored post available per day.*



Instagram

@acuoptimist

## 1,000 Followers

**\$50 per post**

*One sponsored post available per day.*

*Social media sponsored pushes are only available in combination with print advertising.*

Follow us for **LIVE COVERAGE** of events happening all over campus!



Snapchat

acu.optimist

## ADVERTISING POLICIES

The Optimist Advertising staff will create an ad for you at no additional cost to you. If you choose to have us create your ad, you will have the opportunity to proof your ad before its run.

Ads must be reserved by 3 p.m. three business days prior to the desired run date. Artwork must be received by 3 p.m. two business days prior to publication. Ads that do not run due to missing content after deadline are subject to full charge.

For camera-ready ads provided by advertisers:

- Preferred file type is PDF at 300 dpi. We can also accept files created in Adobe InDesign, Photoshop, Illustrator, and Microsoft Word. We can not open Microsoft Publisher files, so please convert those to PDF. Please include all fonts used for files other than PDFs.
- The Optimist reserves the right to substitute similar fonts if a font is not supplied.
- Email ad files to celeste.kinkade@acu.edu.
- Camera-ready ads must be received by 3 p.m. two business days prior to publication.

## GENERAL POLICIES

The Optimist reserves the right to revise advertising rates and/or any other conditions within this rate sheet at any time with 30 days notice. All terms, conditions and rates contained in this rate sheet are incorporated by reference and made part of the Optimist Advertising contract.

All advertising is subject to acceptance by the Optimist Advertising staff. We reserve the right to reject any ad at our sole discretion at any time prior to publication.

Advertisers and agencies forwarding insertion orders that contain incorrect rates or conditions will be charged in accordance with the rates and terms of the contract in effect at the time of the publication. Failure to make an order correspond in price or terms will be regarded as a clerical error and the advertising will be inserted without further notification.

Advertising canceled after deadline will be removed from the issue, but the advertiser remains responsible for payment of the full cost of the ad. Advertising that does not run due to missing content is also subject to full charge.

## ERRORS

If there is an error within the content of the ad or with an incorrect file being published, the Optimist Advertising staff will offer a make-good to be used during the same school year. Refunds will not be given. In case of a typographical error, the publisher shall not be liable for damages beyond the cost of advertisement. Recompense will be in the form of a make-good ad at the discretion of the Advertising Manager.

## TERMS OF PAYMENT

We accept the following forms of payment: cash, checks, credit cards, (and FOAP number for ACU departmental offices). A \$30 charge will be assessed for any returned checks. Any advertiser paying with credit card will be required to complete a credit card payment authorization form to be submitted to Optimist Advertising and Abilene Christian University Accounting office.

## CREDIT & BILLING

The Optimist Advertising staff reserves the right to request payment in advance at any time. Invoices are supplied at customer's request. Otherwise statements are mailed monthly. All accounts are payable within 30 days of billing date. Terms are net 30 days unless otherwise noted in the contract. A 2% per month service charge will be added to each account not paid within 30 days of the first billing date. No advertisements will be published for clients whose accounts are not current.

## CONTACT INFORMATION

### MAILING ADDRESS

**The Optimist**  
ACU Box 27892  
Abilene, TX 79699-7892

### DELIVERY ADDRESS

Optimist Advertising  
Don Morris 301  
ACU Box 27892  
Abilene, TX 79699-7892



Serving Abilene Christian University Since 1912



**ABILENE CHRISTIAN UNIVERSITY**

*Department of Journalism and Mass Communication*

**Student Media**

## ADVERTISING OFFICE

**Celeste Kinkade**  
Optimist Advertising  
Don Morris 306  
ACU Box 27892

(O) 325.674.2819  
(C) 325.660.6813  
(F) 325.674.2139

celeste.kinkade@acu.edu  
optimist@acu.edu

Newsroom  
(325) 674-2439

Sports Desk  
(325) 674-2684

Photo Department  
(325) 674-2499

Multimedia Desk  
(325) 674-2463

Subscriptions (\$40/Year)  
(325) 674-2296