

The Cumberland Chronicle

Cumberland University
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Lebanon, TN 37087

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(Ads accepted in PDF)

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Cumberland University, founded in 1842, is a small, private university in the Liberal Arts tradition, located 20 miles east of Nashville. We have roughly 1100 students and 100 faculty. 25% of students are athletes, 55% women, 45% men, 43% live on campus.

Publication Schedule: Sp 2008 & F2008/Sp2009

The Cumberland Chronicle is published weekly on Mondays throughout the Fall/Spring terms. 300 copies are distributed to 7 campus locations. The previous weeks' issues are then distributed to local businesses and the Wilson County Chamber of Commerce.

Spring 2008

Jan. 28

Feb. 4, 11, 18, 25

Mar. 10, 17, 24, 31

Apr. 7, 14, 21

Fall 2008

Sept. 15, 22, 29

Oct. 6, 13, 20, 27

Nov. 3, 10, 17, 24

Dec. 1

Spring 2009

Jan. 26

Feb. 2, 9, 16, 23

Mar. 9, 16, 23, 30

Apr. 6, 13, 20

Mechanical Requirements

Format: Tabloid **Columns:** 2 **Page Depth:** 17"

Common Sizes:

Full Page: 11"x17"

Half Page: 11"x8.5"

Quarter Page: 6"x4"

Eighth Page (Business card): 3"x2"

2008 – 2009 Display Advertising Rates

Full Page: \$225/issue - \$400 for 2 issues

Half Page: \$100/issue - \$150 for 2 issues

Quarter Page: \$35/issue - \$50 for 2 issues

Eighth Page: \$15/issue - \$22.50 for 2 issues

Discounts:

Run same ad for 4 or more issues - 10% off total bill

Print ad & Radio Sponsorship for 2 or more issues

– 25% off total bill

Local Businesses offering Student/Faculty/Staff

discounts – 10% off

Payment Terms

1. All local businesses will be billed with the balance due within 30 days of the invoice date. At least one copy of the issue will be delivered as proof of insertion unless other arrangements are made. Invoices over 60 days old will be assessed a charge of 1.5% per month of the total balance due. Accounts over 90 days will be considered delinquent and all current and future advertising will be suspended.
2. All out of Middle Tennessee advertisers must prepay (unless represented by a known agency) until credit is established. Contact *The Cumberland Chronicle* for more information.

Classified Rates

\$10 for 25 words per ad, \$.50 per word over 25

Classified Run for 3 issues at this rate

All classified ads must be paid in full at time of insertion. NO EXCEPTIONS!

Classified ads should be submitted on company or personal letterhead with the exact wording and check for the correct amount. Checks are made payable to Cumberland University

Other Policies

Graphics & Text – black & white (no color available)

All ad requests must be accompanied by a valid insertion order. You may submit camera-ready ads or have our staff design them. Fees for designing ads are provided on a case by case basis.

No advertisements of any kind will be taken over the phone. The staff of *The Cumberland Chronicle* reserves the right to refuse any ad.

Billing adjustments for advertising errors will be determined by *The Cumberland Chronicle*. Notification of errors must be made within 30 days of the invoice date. *The Cumberland Chronicle* will not be liable for more than one incorrect insertion of any ad.

Ads cancelled after the deadline for publication will be charged in full.

Position requests can be made but not guaranteed. There will be no advertising on the front page.

The Cumberland Chronicle reserves the right to revise its rates or any other conditions set forth in this rate card at any time with 30 days notice.