

PLEASE CONTACT YOUR AD REP (573) 882-5500



Advertising Contract Form

In consideration of the benefits derived from advertising, _____ agrees to one of the following advertising commitments (all rates are based on a discount off the open rate of \$6.00 per column inch). This contract is valid from _____ to _____.

Please highlight or circle selection.

- A) 160 inches for a rate of \$5.70 per column inch (5 percent discount)
- B) 320 inches for a rate of \$5.40 per column inch (10 percent discount)
- C) 480 inches for a rate of \$4.80 per column inch (20 percent discount)
- D) 640 inches for a rate of \$4.50 per column inch (25 percent discount)

Total Contract Amount:

Corresponding online contract options include:

- A) \$350 Banner ad per semester
- B) \$300 Banner ad per semester
- C) \$250 Banner ad per semester
- D) \$200 Banner ad per semester

Media Packages

- Package A: \$531
- Package B: \$1045.50
- Package C: \$1734

*Refer to back for Contents of Each Package

MOVE Deals with any contract:

- 8 1/2 page ads for only \$675
- 8 1/4 page ads for only \$395
- 8 2x5 ads for only \$195

Terms and Conditions:

It is understood that the advertiser must pay for the minimum column inches specified above whether used or not. All advertising orders are subject to the terms and provisions of the current rate card, which is incorporated herein by reference.

The advertiser and/or advertising agency is solely responsible for the entire substance and content (including text and illustrations) of the advertising printed. Advertiser agrees to fully indemnify The Maneater and to hold The Maneater harmless from and against all liability or loss (including liability for attorney's fees and costs) and against all claims or actions, based on or arising out of the advertising printed in The Maneater.

The Maneater reserves the right to reject proposed advertising for any reason or no reason at all.

Copy and proof deadlines must be met to ensure publication. Proofs, when submitted, will be for typographical corrections only. All changes of original copy or layout will be charged on the basis of the time necessary to make such changes.

All advertising must be paid in advance unless the advertiser has first established credit with The Maneater. New accounts desiring credit must submit a credit application and be approved by the business manager before credit can be extended.

All accounts are due and fully payable upon receipt of the bill. Accounts having a balance more than 30 days past due will be charged 1.5% on the unpaid balance (a minimum of \$3.00). Accounts unpaid after 60 days will be refused advertising until the past due balance is paid in full. Prepayment is required of all political and going out of business advertising. A minimum of one semester of prepayment will be required to reinstate a good credit rating.

Make good or credit adjustments will be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Maneater of significant errors. The Maneater will be responsible for first run errors only. The limit will be the total cost of the ad in which the error occurs.

This agreement shall be governed by the laws of the State of Missouri. In any litigation arising from this agreement, venue shall be in Boone County, Missouri. In any litigation arising from this agreement, the prevailing party shall recover reasonable attorney's fees and court costs from the non-prevailing party.

Advertiser

Date: _____

Maneater Business Manager

Date: _____

the maneater Media

MOVE

The key to your entertainment

<http://move.themaneater.com/>

MOVE is the Maneater's Entertainment Magazine that is printed bi-weekly. Targeting music, food, art and entertainment lovers, MOVE is a pick-me up for all students, staff and downtown frequenters. Sometimes multiple exposures are just what your business needs. Complement your Maneater ad with an ad in MOVE. For the lowest advertising price in Columbia, how could you say no?

the maneater.com

The online edition of The Maneater is updated every Tuesday and Friday as well as when breaking news occurs. It can be found at www.themaneater.com. The web site has been completely redesigned and now features:

- **Breaking news updates**
- **A campus guide including an interactive map, events calendar and important Mizzou contact information**
- **Blogs for every section**
- **Embedded audio, video and slideshow multimedia and more!**

Also, your website can be graphically linked from The Maneater online with an ad strategically located to provide the maximum exposure to online readers. Placement of banner ads is random.

ONLINE NUMBERS:

1,042 average visits per day

32,310 average visits per month

85,296 page views a month



CROSSWORD SPONSORSHIP

Get the attention of students that you deserve. Make sure your ad is being looked at while they work on The Maneater crossword during class or at home. Sponsor and have your 2x8 ad placed next to the crossword today!

*2x8 ad will be in addition to your contracted ad space



PODCAST SPONSORSHIP

We've taken the Maneater to the next level. Our podcast offers the latest news and updates in multimedia format for students on the go. Sponsor the podcast with a 15 to 30 second promotion for your business at the beginning and end of each broadcast!

www.themaneater.com/podcasts/

the maneater Advertising Premium Packages

In the advertising world, there is a lot of media clutter that you must get through to reach your target consumer. That's why at the Maneater, we've decided to make your advertising choices easier by offering you the most convenient way to really reach out to the University community and make your business top-of-mind at Mizzou. With these Premium Packages, not only will you be hitting students and faculty at every popular avenue we offer but you'll be saving money while doing so!

**Check out the back
for information on each media choice**

It's easy to get started:

1. Meet with your Ad Rep to sign a Maneater Newspaper Contract
2. Look at the Premium Package offers and decide which one suits your business needs best.
3. Sign up for the Premium Package on your Contract!

Package A

1 week of Crossword Sponsorship (\$300 value)
3 weeks of Online Advertising (\$150 value)
1 Full Page in 1 issue of MOVE (\$240 value)
1 week of Podcast Sponsorship (\$50 value)

\$531 (savings of \$209)

Package B

2 weeks of Crossword Sponsorship (\$600 value)
1 month of Online Advertising (\$150 value)
1 Full Page in 2 issues of MOVE (\$480 value)
3 weeks of Podcast Sponsorship (\$150 value)

\$1045.50 (savings of \$334.50)

Package C

3 weeks of Crossword Sponsorship (\$900 value)
1 semester of Online Advertising (\$400 value)
1 Full Page in 4 issues of MOVE (\$960 value)
1 month of Podcast Sponsorship (\$180 value)
10% off color in Maneater Ads all semester

\$1734 (savings of \$706)

*These packages are in addition to the signed contract and therefore, discounts do not apply