

quickfacts

The UTD Mercury, now in its 25th year of publication, prints 7,000 copies every two weeks.

The UTD Mercury is written, designed and distributed by UTD students and can be picked up for free at all high traffic areas of campus. 14,000 students and staff.

marketfacts

- College students spend approximately **\$200 billion/year**.
- 91%** own a computer
- 75%** have a job
- \$211** monthly discretionary income
- 16,500** cars drive to UTD
- 14,000+** students attend UTD



publication schedule

SPRING 08

Jan. 14	Mar. 17
Jan. 28	Mar. 31
Feb. 11	April 14
Feb. 25	April 28

*Indicates a special issue, June 18 (orientation), Aug. 20 (back-to-school) and Oct. 15 (Homecoming)
 **We will print on Tuesday due to holiday

advertisingrate

\$5 per column inch. To calculate your cost, multiply the number of horizontal columns by the number of vertical inches. A 3 column x 5 inch ad is 15 column inches. 15 column inches x \$5 PCI = \$75. We offer discounted rates on larger ads.

specialrates/discounts

- Buy three advertisements and we'll give you the **fourth free!**
- Also, if you offer UTD Students a discount at your business, we'll give you a **10% discount** on advertising. You give us a discount, we'll give you one!

classifieds

The classified rate is **\$10 for the first 30 words** and \$5 for each 10 words thereafter. Classified deadline is the Wednesday prior to publication. Payment must be received prior to publication in order for the classified to run.

inserts

Preprinted inserts are **\$80 per thousand** (7,000 max, 5,000 min). Inserts must be no larger than 13x10 inches and must be delivered to The Fort Worth Star-Telegram by the Wednesday before publication. Contact us for more information.

deadlines

Graphic and payment for display ads must be received by *The UTD Mercury* by **5 p.m. Monday prior to the publication date** or the advertisement will not run. Cancellations after the Monday deadline will be billed 50% of cost.

mechanicalinformation

Page size is 6 columns x 21 inches. The total number of column inches in a full page is 126. If you are designing your own ad, **be sure to contact our office** before the advertising deadline for exact dimensions and specifications. Please note, other sizes than those shown on this page are available. Also, **color is available** on the back page and inside for all sizes for a 25% surcharge. (1 column = 1.833 inches)

contactinformation

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3x3in. \$45			
	3x6 in. \$90		1/4 page \$155
		1/2 page \$260	
			full page \$500