

THE TORCH

2019 Media Kit

We at the Torch News Group aim to serve the students, faculty and staff of Lane Community College by connecting them with stories from and about their communities. As an independent, student media organization, we strive to provide our campus community with a public forum to engage with issues relevant to their lives. Our student staff is encouraged to learn and explore the world of news media while being held to the highest ethical and journalistic standards.

PRINT RATES

	OPEN RATE + AGENCY	LANE DEPT. + NON-PROFITS	LANE STUDENT ORGANIZATIONS	COLOR ADVERTISING
Full Page (10.25" X 16")	700	420	280	200
Half Page (10.25" X 7.9" OR 5" X 16")	450	270	180	200
Quarter Page (5" X 7.8" OR 10.25" X 4")	225	135	90	100
Eighth Page (5" X 3.8")	225	69	46	100
Banner (10.25" X 2")	105	63	42	100

*** 5% Discount for 2-3 Ads, 10% Discount for 4+*

DESIGN SERVICES

No Ad Artwork? No problem!

Let our design staff create the perfect ad for you.

1/4 page or smaller \$35

1/2 page or larger \$60

** Prefer 2 weeks notice prior to run date for ads to be designed. May be subject to \$75 rush charge if less than 7 days prior to run.*

DEADLINES

Space Sold:

At least 1 week prior

Ad Approved:

Monday before 5pm

SUBMITTED WORK

For Print:

All submitted artwork must be in PDF, JPEG or TIFF format at 300ppi CMYK.

For Web:

All submitted artwork must be in PDF, JPEG or TIFF format at 72ppi RGB.

** Design fee may apply to samples that do not meet these requirements*

WEB RATES

Open Rate + Agency

Half Page: \$200

Sidebar Box: \$150

Lane Departments + Non-Profit

Half Page: \$100

Sidebar Box: \$75

INSERTS

Capture attention with inserts!

Get your ad or flyer inserted into every copy of the print edition.

Prices start at \$300 per single-sheet for each edition.

Call for information about pricing on single-sheet inserts and for booklet inserts.

Ship ALL inserts to:

Oregon Web Press

263 29th Ave SW

Albany, OR 97322

TERMS + CONDITIONS

Increased Space Option

The Advertiser, at any time during the Agreement period, has the option to increase space requirements to any larger size Agreement. Any ads that run prior to such revision shall be subject only to the Agreement discount in effect at any time of publication, but these advertisements may be applied toward the fulfillment of the revised Agreement.

Unfulfilled Agreement

If for any reason the space agreed upon by the Advertiser should not be used within the Agreement period, or if the Advertiser should, for any reason, chooses to stop advertising in The Torch, the Advertiser agrees to pay The Torch in full for all discounts taken under the terms of this agreement within 28 days of the Torch's billing for such charges.

Late Payment

The Advertiser must pay for advertising purchased and published during any given month within 28 days of billing date in order to qualify for the Agreement discount. Any amount that is not paid within these terms shall be subject to a 1.5% finance charge (compounded monthly). The Torch may, at its discretion, terminate advertising services and this Agreement for non-payment of charges when they are due or failure by the Advertiser to comply with the terms and conditions of this Agreement. In the event of such a termination, The Torch shall charge the Advertiser for all discounts taken under the terms of this Agreement.

Disputed Balances

The Advertiser understands that payment may only be withheld for the portion of any billing actually disputed. Any amount not disputed shall be paid in accordance with the terms outlined above and in accordance with The Torch's current

Wrong Insertions or Omissions

This Agreement shall not be invalidated by wrong insertions or omissions. The Torch is liable for errors or omissions only if notified within 72 hours following publication and only in proportion to the which the error has on the entire advertisement. When a proof is submitted, The Torch is not liable for errors unless the Advertiser clearly identifies errors in the proof. The Torch assumes no responsibility for more than one incorrect insertion of an advertisement.

Special Charges

Any extra production charges incurred in the reproduction of printed materials shall be charged to the Advertiser in addition to the basic cost of the advertisement. Production charges are not subject to any Agreement discounts.

Edited or Rejected Copy

The Torch reserves the right to edit or reject any advertising copy which does not comply with the policies and judgments of the newspaper.

ABOUT THE TORCH

The Torch News Group is the independent, student-run news organization of Lane Community College in Eugene, Oregon. Since 1964, the students and faculty at LCC have relied on The Torch for accurate, thorough and engaging reporting on everything from campus events to Titan sports to international politics. In addition to providing news and information to the campus community, we serve as a learning laboratory for students interested in journalism, photography, graphic design, media arts, communications, business and advertising. The Torch publishes and circulates nearly one thousand print editions every other Tuesday during Fall, Winter, and Spring terms and maintains an active online and social media presence.

The Torch has been honored for journalistic excellence by several organizations, including the Associated Collegiate Press. In 2018 alone, The Torch took home first-place awards for Best Graphic Design, Best Website and General Excellence from the Oregon Newspaper Publishers Association. The Torch was also a finalist for the prestigious ACP Pacemaker Award (considered the Pulitzer Prize of student journalism) in 2016.

As the only student news organization at LCC, The Torch has a unique ability to reach over 10,000 students, faculty and staff that other local news groups often neglect. Our readers' take joy in seeing themselves and their friends' accomplishments appear in print, and remain loyal readers of our publication, even after they graduate.



@thetorch



@thetorchnews



@lcctorch

The Torch News Group

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