



## ~TMN Rate Card~

**The Index:** A staple of local news and information, the Index has a publishing record of serving northeast Missouri for more than a hundred years. Student reporters and editors produce a weekly edition that targets students and the Kirksville community with news, features and sports. It is distributed on campus and throughout the Kirksville community in locations including Hy-Vee, Walmart, and Manor Care.

- **Newspaper Advertisement**

**BLACK & WHITE:**

Full ~ 1/2 ~ 1/4 ~ 1/8

**-Campus**

\$260 ~ \$145 ~ \$85 ~ \$45

**-Local**

\$375 ~ \$210 ~ \$120 ~ \$65

**-National**

\$725 ~ \$375 ~ \$200 ~ \$105

**ONE COLOR:**

Full ~ 1/2 ~ 1/4 ~ 1/8

**-Campus**

\$420 ~ \$240 ~ \$135 ~ \$75

**-Local**

\$535 ~ \$305 ~ \$170 ~ \$95

**-National**

\$915 ~ \$485 ~ \$255 ~ \$135

**FULL COLOR:**

Full ~ 1/2 ~ 1/4 ~ 1/8

**-Campus**

\$480 ~ \$330 ~ \$190 ~ \$105

**-Local**

\$700 ~ \$400 ~ \$225 ~ \$125

**-National**

\$1100 ~ \$590 ~ \$315 ~ \$165

**INSERTS:**

- **Campus:** \$450
- **Local:** \$525
- **National:** \$700

**CLASSIFIED:**

**~STUDENT & FACULTY**

\$5 per ad per issue. 25 words or fewer.

**~LOCAL**

\$10 per ad per issue. 25 words or fewer.

**~NATIONAL**

\$20 per ad per issue. 25 words or fewer.

**TMN Website ([tmn.truman.edu](http://tmn.truman.edu)):** The

“one-stop” website channels your customers to access breaking news stories produced by the digital team along with news, features, sports and entertainment created and contributed by the Index newspaper, TMN-TV, KTRM (FM) and Detours magazine.

- **Digital Advertisement**

**Per Week:**

300x169 - Student = \$30, Local = \$45, National = \$60

300x225 - Student = \$40, Local = \$60, National = \$80

300x400 - Student = \$50, Local = \$75, National = \$100

Banner - Student = \$80, Local = \$120, National = \$160

**Per Month:**

300x169 - Student = \$100, Local = \$150, National = \$220

300x225 - Student = \$120, Local = \$200, National = \$280

300x400 - Student = \$150, Local = \$250, National = \$350

Banner - Student = \$240, Local = \$400, National = \$560

**Detours Online:** Detours, known as the “Explorers Guide to the Midwest,” is a travel magazine produced by Truman students that focuses on the tristate area of Missouri, Iowa and Illinois. Detours was first published in 1996 and features little-known treasures throughout the Midwest of interest to travelers. Detours is a web-based service that offers a magazine online format (published twice a year) as well as frequent website updates that focus on travel related to “at home and abroad.”

- **Digital Advertisement**

**Per Week:**

300x169 - Student = \$20, Local = \$30,  
National = \$40

300x225 - Student = \$30, Local = \$40,  
National = \$50

300x400 - Student = \$40, Local = \$50,  
National = \$60

**Per Month:**

300x169 - Student = \$60, Local = \$100,  
National = \$140

300x225 - Student = \$90, Local = \$130,  
National = \$170

300x400 - Student = \$120, Local = \$160,  
National = \$200

**TMN-TV:** TMN-TV produces and distributes news and information programming. Student reporters and producers broadcast weekly news shows live at 5:30 p.m. on Thursdays during the school year on TSU cable channel 36 and streamed online. The show is rebroadcast throughout the week to the Kirksville community on Cable ONE, channel 3, and is available on our YouTube channel. TMN-TV External Productions offers video production services to local clients, including video recording, live streaming and video editing. Contact your TMN marketing representative for more information.

- **TV Screen Ad Graphic~ Occupies Screen 24/7 on campus channel 36. Does not appear during live, weekly newscasts. 300x225 size**

**Per Week:**

Student = \$50, Local = \$75, National = \$100

**Per Month:**

Student = \$150, Local = \$250, National = \$350

- **Crawl~ Max. 150 Characters \*moves along bottom of TV screen every est. minute**

**Per Week:**

Student = \$25, Local = \$50, National = \$75

**Per Month:**

Student = \$50, Local = \$150, National = \$250

- **Broadcast Commercial~ \*advertiser must supply commercial or cover production costs separate from these rates--ask your marketing representative\***

**Per Month (2 broadcasts per month and uploaded on the TMN-TV Youtube channel):**

**~15 Second**

Local = \$50, National = \$75

**~30 Second**

Local = \$90, National = \$140

**Per Semester (2 broadcasts per month and uploaded on the TMN-TV Youtube channel):**

**~15 Second**

Local = \$150, National = \$250

**~30 Second**

Local = \$320, National = \$525

- **Opening Sponsor (10 sec./Start of broadcast)~ \*includes a graphic supplied by the advertiser or created in-house\***

**Per Month:**

Local = \$60, National = \$85

**Per Semester:**

Local = \$160, National = \$260

- **TMN “External Productions”~ All External Productions agreements must be approved by the TMN-TV Executive Producer prior to committing TMN to work**

**Live streaming events on TMN**

**Livestream page:**

\$45 per hour for a crew of up to 4 people (minimum of one hour).

**Live recording single events:**

\$30 per hour for up to two cameras (minimum of one hour). Contracts for ongoing or repeated events may be negotiated based on the frequency and type of event.

**Editing and other post-production work:**

\$15 per hour (minimum of one hour).

**Additional crew, including specialized skill personnel:**

\$15 per hour (minimum of one hour).

message is heard online at [tmn.truman.edu](http://tmn.truman.edu) and through the USA Today Buzz app.

Underwriting is available on KTRM, 88.7 FM. Sponsorship of KTRM is an effective means of reaching students who attend Truman State and young listeners that live in Kirksville. KTRM also streams its broadcast signal, which means your sponsorship reaches radio listeners at home, in the car, and beyond. Ask about underwriting sponsorships that can help build your business. KTRM can provide value neutral information, but no calls to action or overly descriptive or convincing language.

**\*Contact your sales representative for rates\***

**KTRM:** Broadcasting at 88.7 mhz since 1998, KTRM is licensed to Truman as a full-time, non-commercial educational FM station. KTRM broadcasts an HD signal with a power 3,500 watts, which blankets Kirksville and Adair county. KTRM features live alternative rock and specialty music programming, talk shows, sports play-by-play and news programming targeted specifically to the student/young adult listener. In addition, your

## ~Ad Policy~

All advertising rates are net (non-commissionable).

All University departments must show a payment requisition prior to the publication of an advertisement. Sponsors or sponsoring organizations must be identified in all advertisements.

TMN adheres to all applicable state and federal regulations governing advertising.

### **ADVERTISING NOT ACCEPTED**

We reserve the right to refuse advertising that is judged to be in poor taste; that is ambiguously or deceptively worded or portrayed; making the product or service unclear or open to misrepresentation; that advertises illegal activities; that maligns identifiable persons, groups or professions; that is not accurate or truthful, or that is otherwise deemed unacceptable by the Advertising Manager and Editor. Copyrighted materials that are not under ownership of the advertising client will not be published in the Truman Media Network.

### **REFUNDS AND CREDITS**

It is the responsibility of the advertiser to notify the Truman Media Network of significant errors. Claims alleging real damages because of an error in an

ad must be made no more than five business days after first publication of the ad. The Truman Media Network will be responsible for first-run errors only. The Truman Media Network may require certain advertisers to check proofs before publishing. Liability to the Truman Media Network shall not exceed the cost of the ad in which the error occurred. A credit balance must be used within the semester in which it is registered, unless this error occurs in the last issue of the semester. Make-goods or credit or credit adjustments will be made for the portion of the advertisement in error. Allowances will be made only for errors that materially affect the value of the advertisement. The advertiser and/or advertising agency assume liability for all content (including test and illustrations) of advertisements printed and also assume responsibility for any claims arising thereof made against the Truman Media Network.

### **ADVERTISING CHANGES PRIOR TO PUBLICATION**

Any advertising changes prior to publication must occur no later than 5 p.m. on the Monday preceding publication. Changes will not be accepted over the phone. The advertiser is required to carefully examine the proof of the revised copy of the ad before it is published, to assure that all necessary changes have been made. All requested

changes after 5 p.m. on the Monday preceding publication are at the discretion of the Advertising Manager, and may incur an additional charge.

### **CANCELLATIONS**

All cancellations must be made with your advertising representative prior to noon of the Tuesday preceding publication. Any cancellations after 5 p.m. of the Tuesday preceding publication must be presented in writing to the Advertising Manager or Editor, and will be billed at one half the cost of the original space reserved.

### **PLACEMENT**

The Truman Media Network cannot guarantee the position of any ad within the newspaper. The Truman Media Network will make every effort to accommodate advertisement position requests. Because late breaking news affects the design of the newspaper from time to time, the Truman Media Network does not guarantee advertisement position.

### **PAYMENTS**

All accounts are billed on a net 30-day basis. All advertising is payable in advance unless the advertiser has first established credit with the Truman Media Network.

New accounts must submit a credit application and be approved by the Business Manager. All classified and political advertising must be paid for in advance of publication. All advertising orders are subject to the rates, terms and provisions of the

current rate card. Orders received not reflecting the current rates and provisions will be adjusted to the those of the current rate card only after consultation and approval by the client. The Truman Media Network will make every effort to contact clients immediately if such a situation occurs, but the Truman Media Network is not responsible for delays in publishing or consequences of such delays that may arise by orders received that do not conform to the correct rates and provisions.