

THE PALADIN, the award-winning student newspaper of Furman University, provides an excellent advertising venue for companies interested in reaching a diverse audience.

Each week, copies of the paper are distributed in high-traffic areas on campus, including residence halls, academic buildings, the dining hall, and the university center. In addition to students, university faculty and staff, alumni and subscribers across the country receive copies of the newspaper each week.

The Paladin provides news, opinions, entertainment, and sports to a weekly audience of approximately 3,500 throughout the school year by publishing 16 issues. The Paladin's high level of quality has been repeatedly recognized by the South Carolina Press Association, and the newspaper is also a member of the Associated Collegiate Press.

The Paladin provides a reputable vehicle for advertisers to reach Furman's students and the greater university community.

CONTACT INFORMATION

Editor-in-chief	Andy Stewart
Advertising/Business Manager	Greg Nigro
Telephone	864.294.2077
Fax	864.294.3339
E-mail	greg.nigro@furman.edu paladin@furman.edu
Mailing address:	The Paladin Furman University Attn: Business Manager 3300 Poinsett Highway Greenville, SC 29613

Advertising Information for 2009-2010

AWARDS

The Paladin was named the 2007 "Best Overall Newspaper" in Collegiate Division II (weekly publications) by the South Carolina Press Association. The Paladin has consistently established itself as one of the premier college newspapers in South Carolina, and has also been recognized with numerous individual awards:

- Best Overall Newspaper—1998, 2001, 2002, 2004, 2007
- Best News Story—1998, 2000, 2004
- Best Arts & Entertainment Story—2000, 2007
- Best Editorial Cartoon—1998, 2003
- Best Column—2000, 2004
- Best Editorial Writing—1998, 2002, 2004, 2007
- First Place Sports Story – 2008
- Recognition for Humorous Illustrations, Photography and Web Site Management – 2008-2009

THE FURMAN MARKET

Total Enrollment.....	2,843
Men.....	1,223
Women.....	1,620
Total Faculty and Staff.....	800
Subscriptions (Spring 2009).....	272
Total.....	3,915

Furman University, a private liberal arts institution, was founded in 1826. Nationally acclaimed for its academic excellence, Engaged Learning program and campus beauty, Furman attracts students from across the United States and around the world. The university currently boasts more than 40 academic programs and a variety of extracurricular and athletic activities. The diversity and activity of Furman's students provide a unique audience for businesses that furnish services for students.

GENERAL POLICIES

1. All material is subject to the approval of *The Paladin*.
2. Verbal agreements or promises not included in this rate card or a formal contract are not binding.
3. Ads with fractional dimensions will be charged at the next largest size.
4. Any advertisement having the appearance of editorial copy must print "Paid Advertisement" above the ad.
5. *The Paladin* cannot publish ads promoting the use or sale of alcoholic beverages.
6. No ads of a sexual nature or including sexual innuendo will be accepted.
7. Payments for new advertisements must be received in full before an ad can be run. Please contact the Business Manager to inquire about a line of credit for your business.
8. Pre-designed graphics and advertisements may be submitted. However, if an ad is created for your business, you will be charged an additional creation fee as determined by *The Paladin*.
9. Compensation for ads that are misprinted will be determined by *The Paladin*.

COLOR ADVERTISEMENTS

The Paladin is pleased to offer color advertisements to our clients. Adding color to your ads increases the attention they receive from potential customers. Full color and spot color ads are available. Please refer to the rates on the back of this card or contact the advertising manager for more information.

PUBLICATION DATES

FALL SEMESTER 2009 (9 ISSUES)

August 28
September 11
September 25
October 2
October 9
October 16
November 6
November 13
November 20

SPRING SEMESTER 2010 (8 ISSUES)

January 22
January 29
February 5
February 12
February 26
March 26
April 16
April 23

All advertising artwork and copy must be received at least seven days before publication date.

Please send artwork and ads to:

The Paladin
Attn: Business Manager
Furman University
3300 Poinsett Highway
Greenville, SC 29613-2858

BLACK AND WHITE ADVERTISING RATES

\$10.00 per column inch

	1 column	2 column	3 column	4 column	5 column
1" high	\$10.00	\$20.00	\$30.00	\$40.00	\$50.00
2" high	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00
3" high	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00
4" high	\$40.00	\$80.00	\$120.00	\$160.00	\$200.00
5" high	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00
6" high	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00
7" high	\$70.00	\$140.00	\$210.00	\$280.00	\$350.00
8" high	\$80.00	\$160.00	\$240.00	\$320.00	\$400.00
9" high	\$90.00	\$180.00	\$270.00	\$360.00	\$450.00
10" high	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00
11" high	\$110.00	\$220.00	\$330.00	\$440.00	\$550.00
12" high	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00
13" high	\$130.00	\$260.00	\$390.00	\$520.00	\$650.00
14" high	\$140.00	\$280.00	\$420.00	\$560.00	\$700.00
15" high	\$150.00	\$300.00	\$450.00	\$600.00	\$750.00
16" high	\$160.00	\$320.00	\$480.00	\$640.00	\$800.00
17" high	\$170.00	\$340.00	\$510.00	\$680.00	\$850.00
18" high	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00
19" high	\$190.00	\$380.00	\$570.00	\$760.00	\$950.00
20" high	\$200.00	\$400.00	\$600.00	\$800.00	\$1,000.00
21" high	\$210.00	\$420.00	\$630.00	\$840.00	\$1,050.00

COLOR ADVERTISING RATES

\$12.00 per column inch

	1 column	2 column	3 column	4 column	5 column
1" high	\$12.00	\$24.00	\$36.00	\$48.00	\$60.00
2" high	\$24.00	\$48.00	\$72.00	\$96.00	\$120.00
3" high	\$36.00	\$72.00	\$108.00	\$144.00	\$180.00
4" high	\$48.00	\$96.00	\$144.00	\$190.00	\$240.00
5" high	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00
6" high	\$72.00	\$144.00	\$216.00	\$288.00	\$360.00
7" high	\$84.00	\$168.00	\$252.00	\$336.00	\$420.00
8" high	\$96.00	\$192.00	\$288.00	\$384.00	\$480.00
9" high	\$108.00	\$216.00	\$324.00	\$432.00	\$540.00
10" high	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00
11" high	\$132.00	\$264.00	\$396.00	\$528.00	\$660.00
12" high	\$144.00	\$288.00	\$432.00	\$576.00	\$720.00