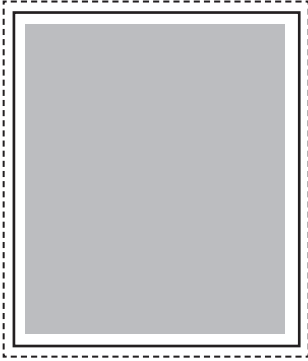


NEW STUDENT SERVICES
2009  **MEDIA KIT**

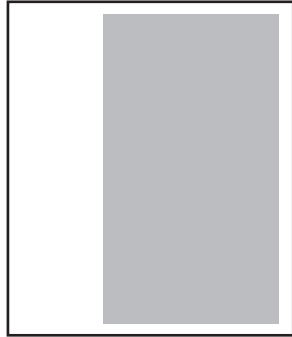
The University of Texas at Austin • Office of the Dean of Students

ADVERTISING SPECS FOR **BEVO BULLETIN**

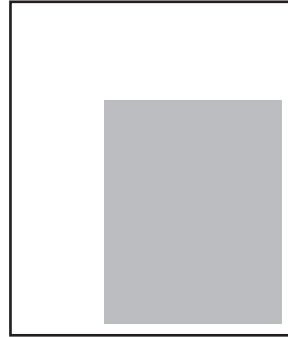


FULL PAGE
8.375" x 10.875"

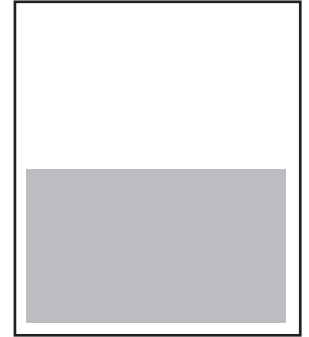
FULL PAGE w/BLEED
8.5" x 11.125"



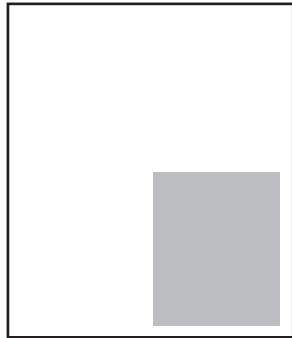
2/3 VERTICAL
5.25" x 10"



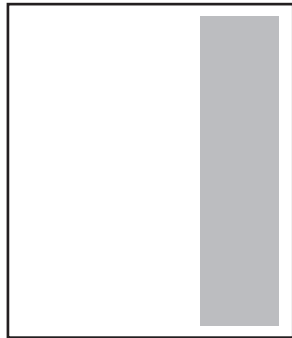
1/2 VERTICAL
5" x 7.5"



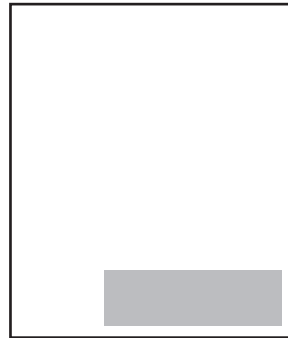
1/2 HORIZONTAL
7.5" x 5"



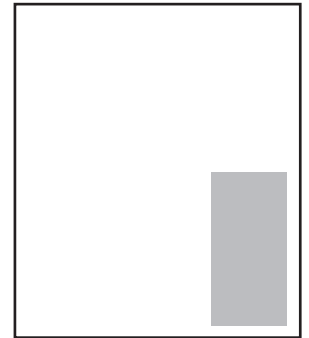
1/3 SQUARE
5" x 5"



1/3 VERTICAL
2.75" x 10"



1/6 HORIZONTAL
5" x 2.75"



1/6 VERTICAL
2.75" x 5"

Please contact Jason Sick, jasonsick@mail.utexas.edu or
Judy Nevels, jnevels@mail.utexas.edu, at 512-471-3304 for information
regarding the New Student Services 2009 Media Kit.

Space reservations due Friday, December 12, 2008
PAYMENT AND COMPUTER FILES/ART DUE MONDAY, JANUARY 26, 2009

All advertising copy is subject to approval by the Office of the Dean of Students.
We reserve the right to refuse any advertisement that is not appropriate for this publication.

Bevo Bulletin Ads

SUBMISSION REQUIREMENTS

HI-RES DIGITAL FILES ONLY! To save time and avoid font issues, we strongly suggest that you submit your ad as a **high resolution PDF** saved at 100%. You may also submit high resolution (300 dpi) JPEG, TIFF, or EPS files. All files must be saved at 100% in the CMYK color mode. If your ad is not in color, save it at 100% in the greyscale color mode. Please also note:

- **Ads created in Microsoft Word, Microsoft Publisher, Power Point, Corel Draw, WordPerfect any other word- or data-processing application will not be accepted.**
- **Please double and triple check all of the text in your ad to make sure there are no spelling or grammar errors. We CANNOT make corrections to your ads. If necessary, you may be asked to make corrections and resubmit a revised PDF of your ad.**

Bulletin Page Trim is 8.375" x 10.875": If you intend for your ad to bleed, please include ¼" of bleed on all sides. Anything that does not bleed must be ¼" from the page trim on all sides. *Bulletin* format is three-column and is saddle-stitched. Art will be held at the Office of the Dean of Students for one year from date of use.

We can also create ads. Creation of ads includes a color proof and one round of corrections. Please call 512-471-3304 for more information.

Failure to adhere to the design specifications and file requirements will mean your files will be returned to you for correction. Additional fees could apply.

OTHER INFORMATION

Any coupons you include in your ad should have an expiration date. Although most of the *Bulletins* are distributed during the summer months, some *Bulletins* will be given out throughout the 2009–2010 academic year. If you decide to run the same ad as last year, please send a photocopy of the ad as a reference with your reservation and/or payment.

SUBMITTING YOUR FILES

You may e-mail your high resolution PDF or JPEG file to both jnevels@mail.utexas.edu and mgibbs@mail.utexas.edu, or copy it onto a CD and mail it to the Office of the Dean of Students, Publications Services, 1 University Station A5800, Austin, TX 78712-0175.

MULTIPLE DISCOUNTS

Volume discounts are available for multiple ads. For more information, contact Jason Sick by phone at 512-471-3304 or by e-mail at jasonsick@mail.utexas.edu.

DOS POLICY

All advertising is subject to approval by the Office of the Dean of Students (DOS). All work published in the *Bevo Bulletin* becomes the property of the Office of the Dean of Students. Composition and artwork produced by DOS staff becomes the property of the office and shall not be used or reproduced without the express consent of the Office of the Dean of Students.

All advertisements are accepted and published by the Office of the Dean of Students upon representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. The agency and advertiser assure liability for any and all claims arising there.

PROHIBITED SPONSORS

University policy prohibits agreements with sponsors involved with the following types of activities or products:

- Political party announcements
- Cigarettes and other tobacco products
- Gambling services or venues
- Sexual services and adult entertainment venues
- Alcohol
- Firearms

Submission Deadlines

SPACE RESERVATION AND PAYMENT

December 12, 2008

PAYMENT AND COMPUTER FILES/ART

January 26, 2009

If you expect delays in payment, please contact Judy Nevels at 512-471-3304.

Design questions, concerns, problems with your ad?
E-mail Marcia Gibbs at mgibbs@mail.utexas.edu

Web Site Sponsorship Rates

With our online services and traffic continuing to grow each year, we are excited to continue advertising opportunities on the New Student Services Web site.

Bevo Bulletin (BB): With the purchase of a 1/2 page, 2/3 page or full page print advertisement in the *Bevo Bulletin*, you will have the opportunity to sponsor the online version of the magazine on the New Student Services Web site which receives over 200,000 hits annually by students, parents and the University Community. Rates are low for this online sponsorship, making it a great addition to any advertising plan. You may purchase space for a large logo, small logo, or a text-only link to your business or organization. Your logo or text-only link will be featured on the New Student Services Web site from March 2, 2009, through February 26, 2010.

General Information: It is important to understand that we can only run your logo as specified with the dimensions shown (on the right), or the name of your business or department in a text-only format; no additional information may be linked to the Web sites. This is in accordance with the University of Texas System "Guidelines for Web Solicitations."

To be posted to the New Student Services Web site, logo files must be submitted in RGB GIF format.

For more information about Web advertisements and rates, contact Jason Sick by phone at 512-471-3304 or by e-mail at jasonsick@mail.utexas.edu.



LARGE LOGO
175 x 125 pixels



SMALL LOGO
100 x 75 pixels

SAMPLE LAYOUT (DESIGN SUBJECT TO CHANGE)

Sponsor Gallery	This publication is made possible through the generous support of our sponsors:			
	<small>Business or Department Name Business or Department Name Business or Department Name</small>	<small>Business or Department Name Business or Department Name Business or Department Name</small>		