

the Student Newspaper of the North Carolina School of the Arts

the Kudzu Gazette

Advertising Rates and Information Fall 2007 - Spring 2008

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The Gazette's editor in chief and two of its former co-executive Editors, with NCSA Chancellor John Mauceri, visit the Winston-Salem Journal's publisher and associate publisher

The Kudzu Gazette

In NCSA's 40-year history, until the Kudzu Gazette, the school only published a student newspaper for its first eleven years. The periodical in question was dubbed The N.C. Essay (get it?) through a contest won by Arturo Ciompi, a 12th grade clarinet student studying with Robert Listokin. It began in 1965 as a mere one-page calendar detailing the events of the three original schools of dance, music, and drama. By 1976 it was a classy, professional looking eight-page publication. From what its faded sheets read, it was healthily controversial and served an important role for the young NCSA as a place where information could be found and where students and other members of the NCSA community could express their opinions and concerns.

Sadly, The N.C. Essay faced many problems in the 1975-76 school year and therefore had to discontinue publication. That year, the staff only managed to produce two issues before the Student Council Association (SCA) fired the editor. The third and last issue was produced by the rest of the staff as a means to prove to the SCA the value and importance of having a school newspaper, but in the end they failed to do so and the paper's whopping \$4,000 budget, derived from the student activities fee, was used to renovate the snack bar.

After 29 years, we resurrected the old N.C. Essay as The Kudzu Gazette. Our aim is to revive the hopes and ideals articulated by the former publication; our goals are to create a new way for the campus to intercommunicate and to promote a greater degree of unity among the five distinct schools. Even though NCSA is relatively small, having only 1,200 students, the staff of The Kudzu Gazette feels that our campus sometimes falls short of what the founder of NCSA, Vittorio Giannini, had in mind when he wanted to create an ideal artist's community. Too often it seems that students begin to feel as though they are living in a bubble, socializing only with students in our own arts school, and become alienated from the wonderful potential we have in making art together. The Kudzu Gazette is a collaborative effort, wherein every member of the NCSA community's opinions and ideas are welcome.

The Kudzu Gazette is published every third Tuesday when school is in session, and it is now in its fourth year of printing. Issues are usually 8-12 pages and contain reports on campus events, reviews of performances, and opinion pieces. 2,500 copies of each issue are printed, and the paper is distributed around the campus, at the Stevens Center, and at select local businesses.

The North Carolina School of the Arts

NCSA is the nation's first state-funded conservatory. It was founded in 1965 by North Carolina Governor Terry Sanford as an instrument to train young artists, from middle school to graduate school, and set them on a path towards professional careers, all the while protecting them from the harsh world that is the art community. NCSA is comprised of five separate schools of training: Dance, Design and Production, Drama, Filmmaking, and Music. These five schools collaborate to produce more than 400 performances a year, including performances by faculty and guest artists.

NCSA is home to more than 1,000 students and hundreds more administrators, faculty, and staff. NCSA teachers are in the top of their respective fields, and alumni have gone on to careers with major orchestra, opera, and dance companies, and have performed in or been behind the scenes of major Broadway and film productions. About 50% of the student body hails from North Carolina, with the other half coming from all over the country and world.

The NCSA campus is located about five miles from downtown Winston-Salem and contains ten performance facilities. In addition, NCSA owns and operates the Stevens Center in downtown Winston-Salem.



Rates and Measurements

Advertisements are measured and billed in column inches. Column inches are determined by multiplying the depth (inches tall) of an ad by its width (columns). The Kudzu Gazette uses a five-column layout. Partial columns may only be bought if buying 2.5 columns (i.e. a half page ad measuring 5" by 16"). Advertisements more than 13 1/2 inches deep will be charged full column depth (16 inches).

DISCOUNT	INCHES/YEAR	NATIONAL	LOCAL
-	1-40 Inches	\$5.00	\$4.00
2%	41-80 Inches	\$4.90	\$3.92
4.5%	81-120 Inches	\$4.78	\$3.82
7%	121-160 Inches	\$4.65	\$3.72
9.5%	161-200 Inches	\$4.53	\$3.62
12%	201-240 Inches	\$4.40	\$3.52
15%	241-300 Inches	\$4.25	\$3.40
20%	301 plus Inches	\$4.00	\$3.20

Discount Regulations

In order to be eligible for bulk-rate discounts, businesses must purchase and pay for all advertisements eligible for a discount before the first issue in which they plan to advertise.

The local discount applies to businesses based and in, and doing more than 50% of their business in, Forsyth county, at the discretion of the editor in chief and/or his/her designee.

Non-profit organizations may receive an additional 10% discount upon request. The editor in chief, or his/her designee, may ask for proof of non-profit status. A 25% discount is available to NCSA students, alumni, faculty, staff, agencies, and recognized organizations. Discounted advertisements are printed based on available space

Mechanical Specifications

The Kudzu Gazette is printed on tabloid size (11 3/8" by 17 1/2") 30# newsprint. The printable area is 10 " by 16". The Kudzu Gazette formats pages in five columns, with each column being 2" wide. Printing is done on a photo offset press.

Ad Enhancers

Color printing is available at a cost of \$75 for each color. Full CMYK color is \$200. Double truck advertisements are available for an additional \$150. Advertisement space on the back page is \$100 extra, and must be in at least partial color.

Advertisement Submissions

Space must first be reserved by e-mailing advertising@kudzugazette.com or by calling 336.631.1223. Advertisements may be submitted by electronically (FTP or e-mail, preferred), by postal mail, or by personal delivery to the Kudzu Gazette office. Digital files are preferred, and paper files may be subject to a 15% composition fee. Acceptable file formats are Adobe Photoshop (.psd, preferred), Adobe PDF, JPEG, or TIFF formats. Ads submitted in other formats may be charged a composition fee.

Original Ad Composition

Original ad composition fees are negotiable and availability may vary. Typesetting and creation fees will be added to base advertisement prices.

Billing

Advertisements must be prepaid for unless special arrangements are made. Overdue invoices will be charged a 15% fee.

Common Ad Sizes

Full Column Sizes are Preferred

Full Page: 80 Column Inches

5 col. x 16" (10" x 16")

Half Page: 40 Column Inches

5 col. x 8" (10" x 8")

4 col. x 10" (8" x 10")

2.5 col. x 16" (5" x 16")

Third Page: 26 2/3 Column Inches

5 col. x 5 1/3" (10" x 5 1/3")

Quarter Page: 20 Column Inches

3 col. x 6 2/3" (6" x 6 2/3")

2.5 col. x 8" (5" x 8")

Sixth Page: 13 1/3 Column Inches

2 col. x 6 2/3" (4" x 6 2/3")

2.5 col. x 5 1/3" (5" x 5 1/3")

Eighth Page: 10 Column Inches

2 col. x 5" (4" x 5")

1 col. x 10" (2" x 10")

2.5 col. x 4" (5" x 4")

Twelfth Page: 6 2/3 Column Inches

2 col. x 3 1/3" (4" x 3 1/3")

3 col. x 2 2/9" (6" x 2 2/9")

1 col. x 6 2/3" (2" x 6 2/3")

Sixteenth Page: 5 Column Inches

2 col. x 2.5" (4" x 2.5")

1 col. x 5" (2" x 5")

2007 – 2008 Production Calendar

August 28 — High school academic classes begin

September 13 — College classes begin

October 2 — Issue 4-1

October 23 — Issue 4-2

November 6 — Issue 4-3

November 27 — Issue 4-4

December 9 - January 2 — Winter break

January 8 — Issue 4-5

January 29 — Issue 4-6

February 19 — Issue 4-7

March 11 — Issue 4-8

March 15 - 24 — Spring break

April 8 — Issue 4-9

April 29 — Issue 4-10

May 20 — Issue 4-11

May 31 — Commencement

Terms and Conditions

The Kudzu Gazette sells advertisements based on available space. The Kudzu Gazette reserves the right to refuse any advertisement for any reason at any time. Due to the wide age range of students on campus, the Kudzu Gazette will not accept advertisements promoting products not available to students under 18, such as alcohol. In addition, the Kudzu Gazette will not accept an advertisement which is deemed obscene or offensive, that is not accurate or truthful, or which advertises an illegal organization or activity. The Kudzu Gazette reserves the right to regulate typographical tone, subject matter, form, size, wording and illustrations of all advertisements. The Kudzu Gazette also reserves the right to label any advertisement "paid advertising".

The Kudzu Gazette assumes no liability for any error for which it may be responsible beyond liability to adjust and rerun the ad or give the advertiser credit for so much of the space occupied by advertisement as is materially affected by the error, and the sole discretion of the Editor-in-Chief. Acknowledgement of this liability rests in requirement that the Advertiser notify the Kudzu Gazette of any such error within fifteen days of publication of the issue in which the disputed advertisement appeared. The Advertiser agrees to indemnify and hold the Kudzu Gazette harmless from all costs, expenses (including reasonable attorney's fee), liabilities and damages resulting from publication of any advertisement placed by the Advertiser.

Advertisers will be charged full price of advertisements cancelled or not received after the deadline. Advertisement cancellation requests received after 9:00 AM the day before publication will not be honored, and the advertisement will run and full price charged.

The Kudzu Gazette reserves the right to bill advertisers at standard national rate if contract requirements are not fulfilled.

The composition charge will be billed for ads if they are designed and then cancelled without insertion.

The Kudzu Gazette reserves the right not to publish advertisements from businesses with overdue balances.

The Kudzu Gazette is not bound by any condition, written or verbal, except as set forth herein.

Advertising rates and policies subject to change