



THE MONMOUTH UNIVERSITY'S STUDENT-RUN NEWSPAPER SINCE 1933 OUTLOOK

MONMOUTH: THE COASTAL UNIVERSITY

Monmouth University is uniquely positioned geographically and academically to offer students and faculty an environment for transformative learning and immersive personal experiences both inside and outside the classroom.

LOCATION IS EVERYTHING!

Monmouth University's location offers the best of both worlds. Less than one mile from the Atlantic Ocean and only one hour from New York City and Philadelphia, there is no lack of cultural and recreational opportunities – but it's also a location that directly impacts and enhances learning experiences every day

About The Outlook

The Outlook was established in 1933 as the student newspaper of Monmouth University. We are proud of our content, history and age!

The Outlook is number one source for news, activities, and events pertaining to our school and local community.

The Outlook is published weekly, with circulation of 2,500. The Outlook covers news, sports, entertainment, and opinion pieces both on and off campus.

The Outlook has received several national awards from the Columbia Scholastic Press Association, the New Jersey Collegiate Association, and most recently from the American Scholastic Press Association for its news coverage and layout.

Unique Student Audience

College newspapers have an average of 95% readership.

College students represent \$250-\$300 billion in annual buying power, 20% of which is estimated to be discretionary spending.

Our staff is dedicated to producing quality work that brings your business results



The Jules L. Plangere Jr. Center, home of The Outlook and the Monmouth University Department of Communication and Instructional Technology

Display Advertising

Column Inch Rates

(Black & White)

National/Open Rate PCI Rate \$6

General Information

Frequency: Weekly
Published: Wednesday
Readership: 7500+
Circulation: 2,500
Distribution: On campus

Demographics (Fall 2016)

- 4-Year Private
- School Enrollment: 6371
 - On-Campus: 6029
 - Graduate Center at Monmouth Park: 342
- Resident Students:
 - On campus: 1764
 - University sponsored off-campus housing: 194
- MU students come from 31 countries and 29 states
- 57% female, 43% male: 28.1% ethnic diversity
- Employees-1442
- 55 Buildings on 158.9 acres campus
- Alumni: 49,326



The American Scholastic Press Association recognized

The Outlook as the MOST OUTSTANDING

Newspaper of 2010, 2013 & 2014

Print Dates: Fall 2017

Sept. 13, 20, 27

Oct. 04, 11, 25

No issue 10/18 (Fall Break)

Nov. 01, 08, 15, 29

No issue 11/23 (Thanksgiving)

Dec. 06

Print Dates: Spring 2018

Jan. 24, 31

Feb. 07, 14, 21, 28

Mar. 07, 21, 28

No issue 3/14 (Spring Break)

Apr. 04, 11, 18

Standard Advertising Specifications and Rates

AD Code	AD Cost	DISPLAY ADS Size Description	cols. Wide	width Inches	height Inches
4A	\$141.00	1/4 Page Horizontal	3	6.0	7.75
4B	\$94.00	1/4 Page Vertical	2	3.8	7.75
2	\$236.00	1/2 Page Horizontal	5	10.0	7.75
FPI	\$480.00	Full Page Interior	5	10.0	15.7

Discounts & Special Offers

Important Issues:

Welcome Back: 09/13

Homecoming: 10/25

1st Issue Spring Semester:

1/24

Final Issue of the Year:

4/18

Frequency Discount Rates:

3-5 issues = 5% off

6-12 issues = 10% off

13+ issues = 15% off

Pre-payment Discount
5% off*

(*pre-payment must be received by run date)

Past Local Advertiser Discount
5% off*

(*only local businesses who have advertised within 1 year)

Ad Sizes

MODULAR AD SIZE SAMPLES & PRICES

<p>QUARTER AD CODE-4H 1/4 HORIZONTAL DISPLAY AD 3 COLS X 7.75"</p> <p>COST: OFF CAMPUS ADVERTISERS: \$ 141 MU DEPARTMENTS- \$ 50 MU CLUBS- \$ 20</p>	<p>QUARTER AD CODE- 4V 1/4 VERTICAL DISPLAY AD 2 COLS X 7.75"</p> <p>COST: OFF CAMPUS ADVERTISERS: \$ 94 MU DEPARTMENTS- \$ 50 MU CLUBS- \$ 20</p>
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<p>HALF AD CODE- 2 1/2 HORIZONTAL PAGE DISPLAY AD 5 COLS X 7.75"</p> <p>COST: OFF CAMPUS ADVERTISERS: \$ 236 MU DEPARTMENTS- \$ 84 MU CLUBS- \$ 33</p>
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MODULAR AD SIZE SAMPLES & PRICES

<p>FPI FULL PAGE DISPLAY AD 5 COLS X 15.7"</p> <p>COST: OFF CAMPUS ADVERTISERS: \$480 MU DEPARTMENTS- \$170 MU CLUBS- \$65</p>
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Policy and Procedures

Terms & Conditions

The Outlook accepts advertising for products, events, and services offered by legitimate businesses and organizations. The Outlook does not accept the following types of advertising: Competitive undergraduate degrees from other Universities, 1-900 ads, Adoption/Surrogate, Egg or Sperm Donor, Political, Gambling, Adult Entertainment/Pornography/Sex-industry or employment, Direct Alcohol Campaigns, Prescription drugs/ Paraphernalia. The Outlook maintains the right to refuse advertising at any time without reason. Prepayment does not guarantee that an ad will run. All **advertising must be reserved 1 week before the publication date**. Ads must be prepared in a camera-ready format that can be used without **ANY** modifications. Preferably, **PDF** or **JPEG** files. Embed all fonts, all images should be 300 dpi. **Email all ad files to outlookads@monmouth.edu**. In case of incorrect camera-ready sizing, the Outlook reserves the right to alter the advertisement to fit the newspaper's layout requirements. This applies to ads received from individual businesses and advertising agencies. The Outlook is not responsible for any misprints, typo mistakes, and/or claims from the advertiser. The Outlook does not guarantee page position. Ad cancellation by the advertiser must be made in writing, two business days prior to the publication dates. In the case of cancellation, credit will be applied to the advertiser's account toward a future runs. Cash refunds are not available. Advertising cancelled after the deadline for publication is subject to full charge. The Outlook reserves the right to revise both display and classified advertising rates without notice. All rates are subject to change.

Payment Policy

Invoices are mailed weekly with a copy of The Outlook. Advertiser may request additional copies at the time the ad was place with us. Statements are mailed at the end of each calendar month. The advertiser agrees that all the bills are due and payable (net) within 30 days from the date printed on the original invoice. Payment of the full balance is required. Outstanding accounts are subject to a late payment penalty of 1.25% per month on all past-due bills. The Outlook reserves the right to request full payment in advance or cancel credit privileges at any time. The Outlook accepts the following payment methods; checks, money orders, MasterCard, Visa and Discover. The Outlook charges an additional \$150 for full page color advertisement, if space is available upon request. Complaints of inaccuracy must be made within seven days of the first insertion of the disputed advertisement for adjustments. Adjustments will be made at the discretion of the advertising manager for the portion of the advertisement rendered valueless. Adjustments will not exceed the original cost of the advertisement.

The Outlook
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E-Mail Editorial Staff:
outlook@monmouth.edu

Web Site:
<http://outlook.monmouth.edu>

 [@theoutlook](https://www.facebook.com/theoutlook)

 [@muoutlook](https://www.instagram.com/muoutlook)

 [@muoutlook](https://twitter.com/muoutlook)

Keepin' It Real Since 1933



THE OUTLOOK

MONMOUTH UNIVERSITY'S
STUDENT-RUN NEWSPAPER SINCE 1933

The Outlook Student Newspaper
Publication Dates & Deadlines

Monmouth University
Fall 2017-Spring 2018

Publication Date	Vol Issue #	Advertising Deadline	Article Deadlines	Notes and Events
Fall Semester 2017 – 11 Issues				
September 13, 2017	Vol. 89 No. 1	Wednesday, September 6	Sunday, September 10	Welcome Back Issue
September 20, 2017	Vol. 89 No. 2	Wednesday, September 13	Sunday, September 17	
September 27, 2017	Vol. 89 No. 3	Wednesday, September 20	Sunday, September 24	Family Weekend September 30 th – October 2 nd
October 4, 2017	Vol. 89 No. 4	Wednesday, September 27	Sunday, October 1	
October 11, 2017	Vol. 89 No. 5	Wednesday, October 4	Sunday, October 8	Founder's Day Wednesday, October 9th
October 18, 2017	NO OUTLOOK! Fall Break			Homecoming Saturday, October 21 st
October 25, 2017	Vol. 89 No. 6	Wednesday, October 18	Sunday, October 22	
November 1, 2017	Vol. 89 No. 7	Wednesday, October 25	Sunday, October 29	
November 8, 2017	Vol. 89 No. 8	Wednesday, November 1	Sunday, November 5	
November 15, 2017	Vol. 89 No. 9	Wednesday, November 8	Sunday, November 12	
November 23, 2017	NO OUTLOOK! Thanksgiving Recess			
November 29, 2017	Vol. 89 No. 10	Wednesday, November 23	Sunday, November 26	
December 6, 2017	Vol. 89 No. 11	Wednesday, November 29	Sunday, December 3	Classes end 12/11/17
Spring Semester 2018 – 12 Issues				
January 24, 2018	Vol. 89 No. 12	Wednesday, January 17	Sunday, January 21	
January 31, 2018	Vol. 89 No. 13	Wednesday, January 24	Sunday, January 28	
February 7, 2018	Vol. 89 No. 14	Wednesday, February 1	Sunday, February 4	
February 14, 2018	Vol. 89 No. 15	Wednesday, February 7	Sunday, February 11	
February 21, 2018	Vol. 89 No. 16	Wednesday, February 14	Sunday, February 18	
February 28, 2018	Vol. 89 No. 17	Wednesday, February 21	Sunday, February 25	
March 7, 2018	Vol. 89 No. 18	Wednesday, February 28	Sunday, March 4	
March 14, 2018	NO OUTLOOK! Spring Break			Spring Break
March 21, 2018	Vol. 89 No. 19	Wednesday, March 14	Sunday, March 18	
March 28, 2018	Vol. 89 No. 20	Wednesday, March 21	Sunday, March 25	
April 4, 2018	Vol. 89 No. 21	Wednesday, March 28	Sunday, April 1	
April 11, 2018	Vol. 89 No. 22	Wednesday, April 4	Sunday, April 8	
April 18, 2018	Vol. 89 No. 23	Wednesday, April 11	Sunday, April 15	Classes end 4/23/18
The Outlook is published every Wednesday during the Fall and Spring semesters with the exception of Thanksgiving Winter and Spring Breaks.	Publication schedule is subject to change without notice.	All advertisements must be reserved ONE WEEK prior to publication date. Advertising email: outlookads@monmouth.edu	The Outlook reserves the right to edit or reject items submitted for publication. All stories must be submitted by noon on Sundays.	Editorial email: outlook@monmouth.edu For more information call 732-571-3481