**CONTACT US**

**FRONT DESK**
(305)348-2709

**ADVERTISING MANAGER**
(305)348-6994
advertising@fiusm.com

**BUSINESS MANAGER**
(305)348-6993
business@fiusm.com

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Please make all checks payable to:
FIU-The Beacon

**Mailing Address:**
FIU-The Beacon
Modesto Maidique Campus
11200 SW 8th St.,GC 210
Miami, FL 33199
The Beacon is the official student newspaper and a staple of student life at Florida International University. It can be found all across FIU’s campuses. On-distribution distribution to the Modesto A. Maidique, Biscayne Bay, Pines and Engineering campuses and door-to-door delivery to the MMC and BBC dorms every Monday, Wednesday, and Friday during the Fall and Spring semester and once a week on Wednesday during Summer B.

**Display Advertising Rates**

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Local Rate</td>
<td>$11.25 per column inch</td>
</tr>
<tr>
<td>Net National (doesn't qualify for discounts)</td>
<td>$11.25 per column inch</td>
</tr>
<tr>
<td>Campus Rate</td>
<td>$7.75 per column inch</td>
</tr>
</tbody>
</table>

**Column-Inch Specs**

- 1 Column = 1.5 inches = 9 picas
- 2 Colonms = 3.25 inches = 19.5 picas
- 3 Columns = 4.75 inches = 29.5 picas
- 4 Columns = 6.5 inches = 39.5 picas
- 5 Columns = 8.25 inches = 50 picas
- 6 Columns = 10 inches = 60 picas

**Frequency Discounts**

- Run 75-125 col/inch. receive $10.50 per column inch.
- Run 126-200 col/inch. receive $10.00 per column inch.
- Run 201-275 col/inch. receive $9.50 per column inch.
- Run 300+ col/inch. receive $9.00 per column inch.

Discounts cannot be combined, are based on a monthly basis, and only apply to campus/local advertisers in the Miami, FL area, excluding AD agencies.

**Other Charges**

- Full Color: $200.00
- Spot Color: $85.00
- Design Fee: $30.00
- Back Page Replacement: $1,260.00
- Inserts:
  - 1-4 pages: $120 per thousand
  - 5-9 pages: $125 per thousand
  - 10-14 pages: $130 per thousand
  - 15+ pages: Consult Ad Manager

**Classified Rates**

- 25 Words: $15.00
- For each additional 5 words: $1.00
- Bold or Capitalization: $1.00

No proofs/tearsheets are provided for classified advertisements.

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**2015-2016 Publication Schedule**

**Special Issues**

- Aug. 24: Back to School
- Dec. 13-15: Fall Graduation
- May 8-10: Spring Graduation

**Note:** We reserve the right to cancel any special issues.

**Deadlines**

- For Monday’s issue, the previous Thursday by 4p.m.
- For Wednesday’s, the previous Friday by 4 p.m.
- For Friday’s issue, the previous Tuesday by 4p.m.

**Circulation**

- Summer Distribution: 5,000 issues
- Fall and Spring Distribution: 7,500 issues

Circulated to: Modesto A. Maidique, Pembroke Pines, Engineering and Biscayne Bay campuses.

The Beacon is delivered door-to-door to the residence halls, and to more than 60 on-rack locations on all four campuses.
WRGP is a college radio station. Therefore, it falls under the FCC category of “non-commercial radio station.” Therefore, the only way to have your business or event mentioned on air is to become an underwriting sponsor. Underwriting announcements provide on-the-air broadcasts about your company, organization or event in exchange for station giveaway items or station sponsorship.

Certain FCC rules and regulations apply to announcements on non-commercial station.

1. Donor/Underwriter announcements may be up to 30 seconds.
2. Donor may be identified by name, phone number, address and/or service without the use of qualitative terms.
3. Donor announcements may not urge people to call, stop or go by their place of operations.
4. Donor’s description of products and/or services may include brand names, trade names which air in identifying the donor.
5. Donor announcements may include the donor’s logo defined as identifying its products and/or services in a value generic sense.
6. No reference to alcohol/tobacco is to be mentioned.

Spots are first distributed on the basis of availability, and the second by the underwriter’s preference. An additional production fee may be applied depending upon whether the underwriter submits their own produced spot, or one is made by the station. Furthermore, production costs are determined by the level of work done for the spot.
University Statistics

FIU students come from 48 Florida counties, 50 States and 117 Countries- most notably: China, India, Jamaica, Venezuela, and Colombia.

Enrollment
47,000

Housing On Campus:
3,264 units

Faculty & Staff:
4,172

The Facts!

- Graduates of FIU’s College of Law placed 2nd in passage rate for the Florida Bar Examination among Florida’s ten law schools.
- FIU is the youngest university to have been awarded a chapter of Phi Beta Kappa, the nation’s oldest and most distinguished academic honor society.
- FIU’s College of Medicine, South Florida’s only public medical school, received more than 3,000 applications from 45 states in the first month it began accepting applications for its inaugural 2009 class.
- U.S. News & World Report ranks FIU’s undergraduate international business programs among the top 15 in the nation.

General Policies and Conditions

Position requests are accepted but not guaranteed for print advertising. Artwork should be e-mailed to include in the body of the e-mail the contact information of the client, the size of the artwork, run date and color preference. It is the responsibility of the advertiser to ensure artwork has been received by the deadline and size accordingly to the space requested. For help regarding correct sizing, contact an advertising representative. No advertisement is accompanied by news stories.

Refunds will be made only in credit for future ads and no cash refund or credit will be given if ad is cancelled after the deadline. Ads must be in English. Advertisements that are discriminatory, degrading or insulting on the basis of race, gender, creed, sexual orientation and/or national origin will not be accepted. Ad material cannot infringe a copyright or trademark or other property rights. Advertisements that offer pyramid or other commission jobs that do not involve the sale of a legitimate product are prohibited.

FIU Student Media reserves the right to reject ads considered distasteful or libelous. Each advertiser agrees to indemnify and hold blameless Florida International University and its officers and employees from and against any and all loss, cost and expense, including reasonable attorney fees, resulting from the publication by Student Media of any and all advertisements. Rates, specs and terms are subject to change without notice and are non-negotiable. Pre-payment is required for all advertisements in the form of a check or I.D. transfer. No exceptions.