



Fall and Spring Publication Dates

Fall 2005 Semester

August: 26
September: 15, 22, 29
October: 6, 13, 20
November: 3, 10, 17
December: 1, 8

Spring 2006 Semester

February: 9, 16, 23
March: 9, 15*, 30
April: 6, 13, 20, 27
May: 4* (last issue)

Circulation: 3,000 copies per issue 16-24 pages, distributed to every building and residential areas on campus, with subscription mailings available to parents, friends and alumni.

**Reduced Issue. March 15 is a Wednesday.*

Advertising Rates

(Columns are standard 2 inch width)

Black & White

Rate per Column Inch	
National Rate:	\$8.70
Local Rate:	\$6.90
University Standard Rate	\$4.25
University Student Organization Rate	\$3.50

Popular Advertisement Dimensions	National Rate \$8.70/col"	Local Rate \$6.90/col inch	Standard University Rate \$4.25/col inch	University Student Organization Rate \$3.5/col inch
Full Page (80) 5 col x 16"	\$696	\$552	\$340	\$280
Half Page (40) 5 col x 8"	\$348	\$276	\$170	\$140
Quarter Page (21) 3 col x 7"	\$182.70	\$144.90	\$89.25	\$73.5
Eighth Page (8) 2 col x 4"	\$69.60	\$55.20	\$34	\$28
Sixteenth Page (5) 2 col x 2.5"	\$43.50	\$34.50	\$21.25	\$17.50

For spot color, add \$75.00. For processed color, add \$200.00. Limited placement.



Inserts: \$165 per 1,000 copies (\$495 for total circulation), must be paid for within 60 days of placement unless otherwise negotiated. Inserts must arrive one week before publication and be shipped directly to the printer at the following address: Turley Publications; Attn: Peter Howard; 24 Water Street; Palmer, MA 01069.

Classifieds: \$5 for the first 25 words. Additional words are .25 cents. For title bold, add an additional .50 cents. Adding a black border around text is an additional .50 cents. Black border with grey fill is an additional \$1.00.

Deadlines: Ad space must be reserved no less than 6 days prior to issue. Ad Material must be received no later than 3 p.m. on press date (usually every Wednesday). Failure to cancel space reservation by 3 p.m. on press date will result in a 25% advertiser penalty charge on reserved space.

The purpose of The Informer is to serve as a student-run news publication open to submission from members of the University community and to provide coverage of events and news within and without the University without prior approval or censorship from University administration, student government or any other body or individual. As The Informer is tailored to serving students, price breaks have been rectified to promote student-driven advertising, assisting student activities and University departments.

- All advertising is subject to acceptance by The Informer, which reserves the right to reject any copy at its sole discretion. Page position is not sold or guaranteed, but may be requested. The Informer will take responsibility for errors in advertisements only in proportion to the impact the error has in relation to the entire ad, as determined by the Business or Advertising Manager. In addition, all payment adjustments involving typo graphical errors or erroneous insertions will only be considered for one month after the invoice date. The Informer will not be liable for more than one incorrect insertion of any advertisement.
- Accounts more than 30 days past due will be granted additional advertising only at the discretion of the Advertising or Business Manager.
- All terms and conditions contained in this Rate Card are incorporated as reference.
- Advertisers, by placement of advertising, agree to these conditions.
- The Informer reserves the right to revise its advertising rates and/or other conditions set forth in this Rate Card any time with 30 days notice.

