



2009-10
Union Club
Media Kit

Poly Credits

Single Poly Credit..... 10 Column Inches = Eighth Page

Poly Credits may be redeemed for advertising space in *The Poly*.

Poly Credits are distributed by the Rensselaer Union Executive Board for designated purposes and are included in club budgets.

Campus Rate

Rensselaer Union Club Rate..... \$4.25 Per Column Inch

The Rensselaer Union Club Rate is available exclusively to clubs recognized by the Rensselaer Union. All other advertisers will be charged the appropriate net open rate.

Submission Requirements

Advertisements must be submitted electronically and in Adobe PDF format whenever possible.

Submitting an Advertisement

Electronic ads must be submitted via e-mail to ads@poly.rpi.edu. Include a description of the ad, including the run date, with the transmission.

File Formats

Adobe PDF files are preferred. Ads, however, may be submitted in the following formats:

PDF, TIFF, GIF, JPG (images must be at least 300 dpi)

Design Programs

Ads can be accepted if saved in one of the following programs (embed all fonts and graphics—fonts and formatting not guaranteed):

Adobe InDesign CS2, Adobe Illustrator CS2, Adobe Photoshop CS2

Resolution

The Poly is printed at 85 lines per inch. Images used in ads should be at least 300 dpi.

Contacting Our Office

Telephone

(518) 276-6770

Fax

(518) 276-8728

Advertising

ads@poly.rpi.edu

Campus Notices

notices@poly.rpi.edu

Business

business@poly.rpi.edu

What's Happening

whats@poly.rpi.edu

Website

<http://poly.rpi.edu/>

General Inquiries

poly@rpi.edu

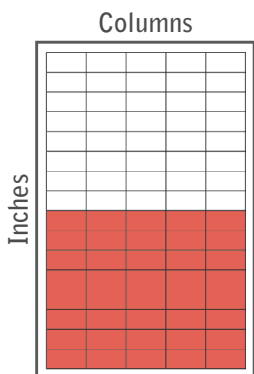
Rensselaer Union Office

Room 3418 (third floor, next to the Phalanx Room)

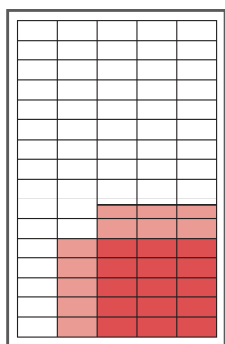
For a complete list of our policies and restrictions, visit <http://poly.rpi.edu/rates.pdf> for our Advertising Rates Card.

More information on reverse ...

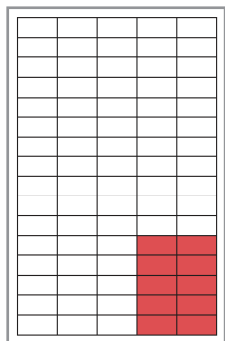
Poly Credit Advertisement Sizes



Half Page - 4 Poly credits
10" wide by 8" tall
40 column inches



Quarter Page - 2 Poly credits
7.975" wide by 5" tall
5.95" wide by 6.67" tall
20 column inches



Eighth Page - 1 Poly credit
3.925" wide by 5" tall
10 column inches

Deadlines

Ad ReservationFriday, 5 pm Before Issue Date
Ad Copy Monday, 5 pm Before Issue Date

Ad reservation or cancellation is due by 5 pm on the Friday prior to the following week's publication. Cancellation after the reservation date will result in loss of Poly Credit(s). Ad copy must be received by 5 pm on the Monday prior to publication.

Poly Credit Policies

1. One Poly Credit is worth a 1/8 page ad.
2. A total of three Poly Credit ads will be granted per week for all clubs for a 16 page issue, four ads for a 20 page issue, and five ads for a 24 or more page issue. Ads requested after the maximum number allowed will be placed on a waiting list. Those ads will be placed only if space is available. Ads on the waiting list may be resized.
3. The club ad rate of \$4.25 per column inch will be assessed for each ad extending taller than eight inches.
4. A club may purchase ad space in addition to the Poly Credit-funded space at a rate of \$4.25 per column inch.
5. A club may only place one Poly Credit ad per issue. Other ads may be placed on the waiting list.
6. Club ads may only be placed by the president or treasurer of that club. Payment, when necessary, may be remitted to *The Poly* by an account transfer using the club's Student Union account number. Poly Credits may only be used for their designated purposes.
7. All efforts will be made to accommodate the placement of Poly Credit ads; however, *The Poly* reserves the right to cancel or wait-list an ad for any reason.
8. *The Poly* cannot guarantee that a club will be notified in the event a reserved Poly Credit ad will not be placed.
9. *The Poly* reserves the right to resize any ad that does not meet one of the ad sizes shown.

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Use this rates card through June 30, 2010.
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