



*2009-10
Mini
Media Kit*

National Rates

Net National Open Rate \$12.50 Per C.I.

All rates herein are net as shown. No agency commissions or further discounts are allowed.

National Rate Volume Discounts

Number of Column Inches.....	Rate Per Column Inch
250 to 500	\$12.25
501 to 750	\$12.00
751 to 1000.....	\$11.75
1001 or more.....	\$11.50

Local Rates

Net Local Open Rate.....\$6.75 Per Column Inch

The net local open rate is available to advertisers whose billing address is within a 35 mile radius to the Rensselaer campus's mailing address of 110 8th Street, Troy, NY 12180.

Local Rate Frequency Discounts

Number of Issues.....	Discount
4 to 8	8.00%
9 to 12.....	10.40%
13 to 24	12.00%
25 or more.....	15.20%

Campus Rates

Rensselaer Department Rate\$5.75 Per Column Inch

Rensselaer Union Club Rate\$4.25 Per Column Inch

The Rensselaer Department Rate is available exclusively to on-campus departments, schools, and offices that pay using an account transfer. 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.

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.

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://www.poly.rpi.edu/>

General Inquiries
poly@rpi.edu

Rensselaer Union Office
Room 3418 (third floor, next to the Phalanx Room)

Mail
For USPS
The Polytechnic
Rensselaer Union, RPI
110 8th St.
Troy, New York 12180

For FedEx, etc.
The Polytechnic
Rensselaer Union, RPI
15th St. and Sage Ave.
Troy, New York 12180

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 ...

Terms and Conditions

Accepted Advertisements

All advertising (including display ads, classifieds, and inserts) is subject to the acceptance by *The Poly*, which reserves the right to reject copy at its sole discretion any time prior to publication. Advertisements which discriminate on the basis of race, creed, color, sex, or sexual orientation will not be accepted. Advertisements containing false or misleading information will not be accepted. Advertisements including, but not limited to, those for pro-life, pro-choice, stimulants, tobacco products, on-line casinos, and ads for illegal products and services will not be accepted. Only the appearance of an ad in the paper can be taken as final acceptance.

The Poly assumes no liability if for any reason it becomes necessary to omit an advertisement. *The Poly* reserves the right to put "advertisement" above any ad, which, in its opinion, resembles editorial material.

No page position for any advertisement will be sold or guaranteed. Upside-down or sideways advertisements will not be accepted. If copy is supplied in this manner, *The Poly* will rotate the copy into a normal format prior to publication.

The Poly reserves the right to bill any party that chooses to attach advertisements of any kind to a *Rensselaer Polytechnic* newspaper distribution point. Distribution points are the private property of *The Poly* and advertisements attached to them will be billed at a rate of \$100.00 per day per attachment per location. Permission may be granted for extenuating circumstances by contacting the business manager at (518) 276-6770.

No class of paid advertisement is accompanied by news stories or free notices. The advertiser and/or advertising agency is responsible for obtaining photo releases from persons whose pictures appear in advertisements, and assumes liability for all content (including text, illustrations, and copyrights) of advertisements printed, as well as responsibility for any costs resulting from claims arising therefrom made against *The Poly*. The advertiser and/or advertising agency must, upon request, be able to produce signed releases prior to publication for persons appearing in advertisements.

Payment Terms

All advertising must be paid in advance unless the advertiser has first established credit with *The Poly*. "Paying in advance" and "prepaying" are defined as receipt of payment before the scheduled run date of a specified advertisement. Advertisers wishing to establish credit should contact the *Poly* business manager. All political advertising must be prepaid.

Regarding payment, a *Rensselaer* department/organization must provide its account number to either *The Poly's* advertising director or business manager by the space reservation deadline. The account number may be transmitted via e-mail (ads@poly.rpi.edu) or memorandum attached to the ad. The advertiser may also pay by check or money order. All checks must be made payable in U.S. dollars and issued by U.S. banks. Visa and MasterCard charges are allowed. All payments must be made payable to *The Rensselaer Polytechnic*.

Credit and Overdue Invoices

Credit granted by *The Poly* may be revoked at any time when circumstances such as failure to pay bills under the specified terms arise. Accounts not paid within thirty (30) days will be considered past due and will be assessed a 1.5 percent monthly finance charge. *The Poly* will charge an additional \$50 to any advertiser who has a returned check. Past due accounts may be turned over to a collection agency. Advertisers with past due accounts that have been turned over to a collections agency will be responsible for all reasonable collection and attorney fees encountered by *The Poly* in order to recover the associated costs.

Accounts unpaid after forty-five (45) days will be granted additional advertising only at the discretion of the *Poly* business manager. Accounts unpaid after sixty (60) days will be considered delinquent and no further advertising will be accepted until the delinquent account is paid. Accounts with unpaid balances after forty-five (45) days that have been granted additional advertising will be required to prepay in full for any advertisement inserted in *The Poly*.

Liability

The Poly assumes no financial responsibility for errors in advertisements beyond the cost of the space occupied by the advertisement in the first issue in which the error is made. *The Poly* is not responsible for any error it does not cause. Make-goods (i.e., corrections) will be run in lieu of billing adjustments when appropriate. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message as determined by the *Poly* business manager. Such adjustments will not be considered unless the business manager is notified in writing of the error within ten (10) days of receipt of the first monthly invoice. *The Poly* is not liable for damages caused by content of paid advertisements or by poor production quality due to printing.

Additional Terms

The advertiser and/or advertising agency will be billed fifty (50) percent of the total cost of any cancelled advertisement reservation made by the advertiser and/or advertising agency after the space reservation deadline.

To establish an advertising contract to receive discounts for local or national rate advertising, please contact the advertising director. Advertising contracts will be awarded at the sole discretion of the advertising director.

The Poly's policies, terms, conditions, rates, and deadlines herein are subject to change without individual notice. *The Poly* will not be bound by any agreements, promises, waivers, understandings, or conditions not contained in this advertising rates card without a signed contract between the advertiser and *The Poly*. The placing of any matter for publication in *The Poly* will be regarded as acceptance of all of the policies, terms, and conditions set forth in this advertising rates card.

If you have any questions, please contact the business manager.

