



Polytechnic Sports

Engineers split Rocky M

WE WROTE
OFF REPORTER

Since 1976, the Engineers have faced the 500-yard-of-over Pioneers 10 times. Friday night, history was made when South Ayrshire's former assistant coach for the over Pioneers—assisted to old coaching grounds. Ayrshire couldn't lead his Engineers to a 2-1 upset of the 1-0 lead Pioneers in their season home opener. Ayrshire's idea was to go to RPI. Ayrshire served as an assistant coach at Denver. "It was an odd feeling, it really was, especially since," said Ayrshire of his return to Magness Arena. The Pioneers came out hard in the first period, making first he 13:23 mark on a power play. Brock, Tenner finished the goal just over the top of junior Jordan Alford's leg pad after a good kick and following a shot from the point by Pioneer ice defenseman Adrian Victoriano. We started on our bench a little bit. I think their speed and size is a little bit. Brown University is a big physical, strong, but Denver can fly. Their speed and stick skill put us on our back a little bit in the first period. They were very good in the second period. Ayrshire on the first period of play.

In spite of two more RPI penalties, Alford held Denver's lead to one goal for the remainder of the period by making countless point-blank saves. At the end of the first period the Engineers were out-shoot by the pioneers 7 to 14. A late first-period penalty started the Engineers off short-handed at the beginning of the second hour of play. RPI returned to the ice in the second period with greater poise. The Engineers were creating more scoring opportunities, hitting harder and staying faster. Denver was called for a minor roughing penalty midway through the second period. This created a 5-on-3 opportunity for the Engineers. Senior Kevin Bristol left a deep pass for junior Jonathan Ornelas in the high slot of the offensive zone. Ornelas fed a pass to senior Kirk MacDonnell, who was breaking down the right side of the zone. MacDonnell fired a shot to the upper left corner of the net to tie the game 1-1. Alford continued to remain strong in the net, making yet another minor blank, save late



Polytechnic

The Rensselaer

RENSSELAER POLYTECHNIC INSTITUTE ■ TROY, NY



2008-09
Advertising
Rates Card

Welcome to *The Poly*

The Rensselaer Polytechnic, founded in 1885, is the student-run university newspaper at Rensselaer in Troy, New York. *The Poly* is the campus source for reliable, timely news, sports, entertainment, and opinion. Published every Wednesday during Rensselaer's academic calendar, *The Poly* is distributed around campus to students, faculty, and staff.

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Contacting Our Office

The Poly's advertising team is pleased to offer its services to your business. Feel free to contact us with any questions or requests that you may have. We are accessible by any of the means listed here.

Telephone: (518) 276-6770

Fax: (518) 276-8728

Advertising: ads@poly.rpi.edu

Business: business@poly.rpi.edu

General Inquiries: poly@rpi.edu

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

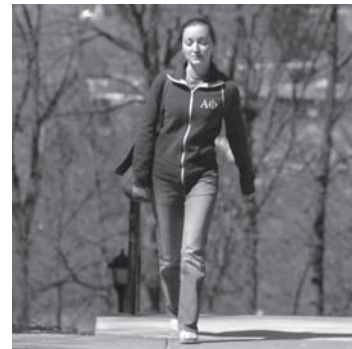
Business Office in the Rensselaer Union:

Room 3418 (third floor, next to the elevator)

Mail:

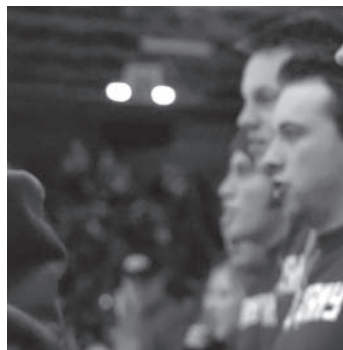
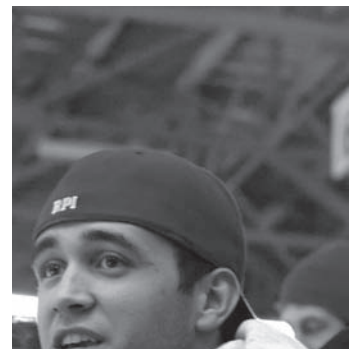
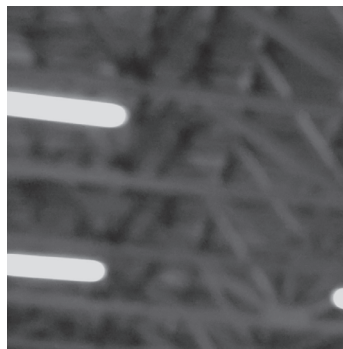
For USPS
The Polytechnic
Rensselaer Union, RPI
110 8th St.
Troy, New York 12180

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



The Basics

Newspaper's Name..... *The Rensselaer Polytechnic*
Newspaper Founded..... 1885
Host Campus..... Rensselaer Polytechnic Institute
Newspaper Circulation 7,000 Weekly
Page Size/Type11 Inch x 17 Inch/Newsprint
Printing Technique Off-set
Average Page Count..... 20 Pages
Color Capabilities..... 4 Color Process, Spot Colors
Campus Distribution Points..... Over 40
Professional AffiliationsAssociated Press
Columbia Scholastic Press Association (CSPA)
Associated Collegiate Press (ACP)
McClatchy-Tribune Campus Service
Awards ACP's All American Award
CSPA's Gold Medalist Certificate



Market Data

Students

The total undergraduate and graduate student population at Rensselaer is more than 7,300. There are approximately 3,800 male undergraduates, 1,500 male graduates, 1,400 female undergraduates, and 600 female graduates.

Degrees

Rensselaer confers degrees in engineering on more than 55 percent of its graduating classes. Students also pursue studies in computer and information sciences, business management, biology, math, architecture, and arts.

Campus Housing and Commuters

At least 98 percent of first-year students live on campus and 53 percent of all undergraduates live in college-owned facilities.

Rensselaer's Parking and Transportation Office offers more than 1,650 parking spaces for student vehicles.

During the academic year, Rensselaer will employ students through the Federal Work-Study program and

pay over \$1,200,000 in compensation. Many other students will opt to seek employment off campus as well.

Faculty and Staff

Rensselaer employs over 2,000 faculty and staff members, most of whom live in the immediate Albany Capital Region. Rensselaer's Human Resources department estimates that the faculty/staff compensation will be over \$105,000,000.

Last year, more than 1,500 faculty and staff registered their vehicles for parking spaces around campus.

Athletics

Rensselaer has 23 varsity level sports and more than 50 intramural and club sports. The campus has a long tradition in ice hockey. Both the men's and women's teams compete at the NCAA Division I level. Rensselaer also boasts many other successful teams, from football to swimming and diving, which compete at the Division III level.

Sources: Common Data Set 2007, Human Resources, and Parking and Transportation Office.

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

No. of C.I.....	Rate Per C.I.
250 to 500.....	\$12.25
501 to 750.....	\$12.00
751 to 1000.....	\$11.75
1001 or more.....	\$11.50

Local Rates

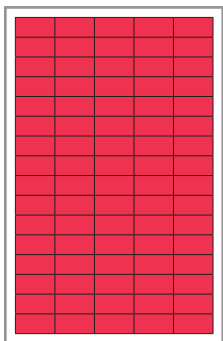
Net Local Open Rate..... \$6.75 Per C.I.

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.

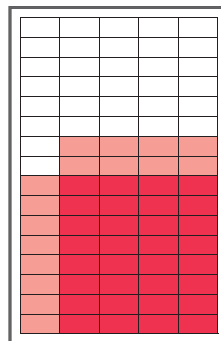
Local Rate Frequency Discounts

No. of Issues	Discount
4 to 8.....	8.00%
9 to 12.....	10.40%
13 to 24.....	12.00%
25 or more.....	15.20%

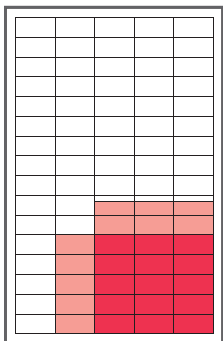
Common Advertisement Sizes



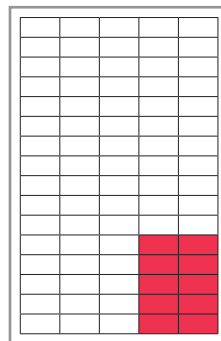
Full Page
 10" wide by 16" tall
 National: \$1,000.00
 Local: \$540.00
 Department: \$460.00



Half Page
 10" wide by 8" tall
 7.975" wide by 10" tall
 National: \$500.00
 Local: \$270.00
 Department: \$230.00
 Club: \$170.00



Quarter Page
 7.975" wide by 5" tall
 5.95" wide by 6.67" tall
 National: \$250.00
 Local: \$135.00
 Department: \$115.00
 Club: \$85.00



Eighth Page
 3.925" wide by 5" tall
 National: \$125.00
 Local: \$67.50
 Department: \$57.50
 Club: \$42.50

Use this column-inch ruler to help determine the width of your ad.

1 Column
 1.900 Inches ▶

2 Columns
 3.925 Inches ▶

3 Columns
 5.950 Inches ▶

Campus Rates

Rensselaer Department Rate..... \$5.75 Per C.I.
 Rensselaer Union Club Rate..... \$4.25 Per C.I.

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.

Color

Spot Color\$150.00 Each
 Four Color Process..... \$400.00

Color separations and the exact color names or Pantone color numbers must be clearly stated on the advertisement insertion order. Full color PDF files must be designed in a CMYK color space. Spot color advertisements must be saved as black plus spot color(s)—not as CMYK.

Preprinted Inserts

Preprinted Inserts.....\$70.00 Per 1,000

Inserts are subject to approval by *The Poly* and must be folded to 8.5" x 11" prior to shipment.

The reservation deadline for preprinted inserts is two weeks before issue date

Inserts should be received seven business days prior to publication at the following address:

The Leader Herald

Attention: Polytechnic Inserts/Tim VanAernam
 107 Harrison Street
 Gloversville, New York 12078

Deadlines

Ad Reservation Friday, 5 pm Before Issue Date
 Ad Copy Monday, 5 pm Before Issue Date

Please see our Publication Calendar on page eight of this card.

Ad reservation or cancellation is due by 5 pm local time on the Friday prior to the following week's publication. Ad copy must be received by 5 pm local time on the Monday prior to publication unless otherwise noted on the Publication Calendar. To reserve or cancel ad space, please contact the Advertising Department at ads@poly.rpi.edu or by phone at (518) 276-6770.

Classified Advertisements

Classified Rates

First 3 Lines of Text \$5.00
 Additional Lines.....\$1.50 Each
 Bold Emphasis\$0.50 Each Word

Visit <http://poly.rpi.edu/classified.pdf> to access *The Poly's* online classified advertisement form.

Available Categories

Apartments for Rent, For Sale, Help Wanted,
 Miscellaneous, Services, Wanted

Repeat Discounts

No. of Repeats Discount
 4 to 710.00%
 8 to 14.....20.00%
 15 or more.....30.00%

Classified ads requiring tear sheets must include a self-addressed, stamped envelope for each tear sheet. All classified ads must be paid in advance. Refunds are not available for classified ads.

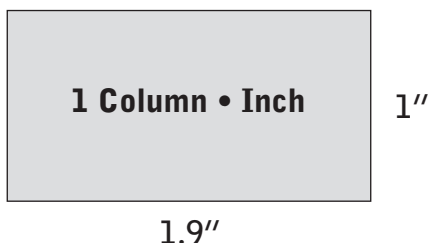


4 Columns
 7.975 Inches

5 Columns
 10.000 Inches

Publication Specifics

The *Poly* sells advertising by the column inch. A column inch in *The Poly* is equivalent to the shaded space shown below. Note: A quarter-page ad is equivalent to 20 column inches.



The *Poly* is printed in a tabloid format with a five 11.5 pica column page width and 16 inch page depth. Advertisements taller than 12 inches must occupy and will be billed for 15 inches. Column widths and minimum depth requirements for advertisements are shown in the chart below.

All ads not conforming to specific column widths will be reduced or enlarged to fit the closest column sizing and are subject to the charges for that size regardless of previous quotes.

Actual Advertising Width			Minimum Depth (in.)
Columns	Inches	Picas	
1	1.9	11.4	2
2	3.925	23.55	2
3	5.95	35.7	3
4	7.975	47.85	3
5	10.	60.	3



Submission Requirements

Advertisements must be submitted electronically and in Adobe PDF format whenever possible. Please fax or provide a printout of the advertisement for verification.

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)
Embed all fonts and graphics—fonts and formatting not guaranteed.

Hardcopy Ads

Hardcopy ads are not accepted.

Resolution

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

Design Services

Ad design is offered by *The Poly*, free of charge, on request of the advertiser once space is reserved. Information for the ad must be in at the time the space reservation is made. To obtain copies of the ads created by the *Poly* staff for use elsewhere, please contact the *Poly* business manager or advertising director for rates.



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.



Publication Calendar

① Space Reservation ① Copy Deadline ① Issue Date

July 2008

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2008

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2008

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2008

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November 2008

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2008

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2009

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2009

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2009

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2009

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Special Issues

Event	Issue Date
Freshmen Student Orientation July 16-July 26	July 14
First Day of Classes August 25	August 27
Women's Hockey Preview Pullout Career Fair September 28-29	September 24 September 26
Men's Hockey Preview Pullout Family Weekend / Homecoming October 17-19	October 1 October 15
Thanksgiving Vacation November 26-28	November 19
Final Exams December 10-16	December 3
Winter Recess December 17-January 9	
First Day of Classes January 12	January 14
Spring Break March 9-13	March 4
Student Gov. Elections Week March 27-April 3	April 1
Student Gov. Elections Week Review Pullout	April 8
Final Exams / Commencement May 4-8 / May 16	April 29



Advertise during one of our special issues, and extend your ad's reach!

the rensselaer
polytechnic

Use this rates card through June 30, 2009.
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