

*Advertising
Rates Card
2011-12*



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 across campus to students, faculty, and staff.

Contacting Our Office

The Poly's advertising team is excited to extend 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

What's Inside

2

Welcome to The Poly
What's Inside
Contacting Our Office

3

The Basics
Market Data

4

National Rates
Local Rates
Common Advertisement Sizes
Ruler

5

Campus Rates
Color
Deadlines
Preprinted Inserts
Classified Advertisements

6

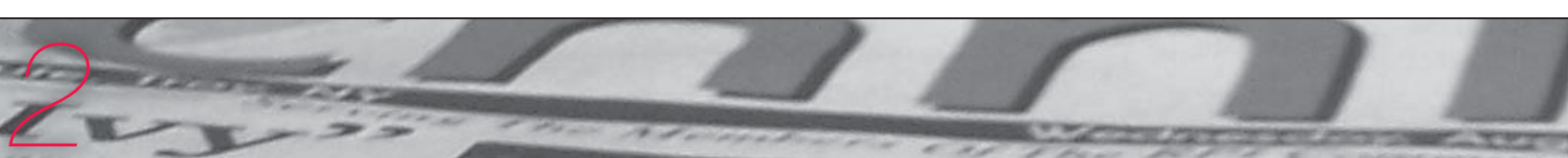
Publication Specifics
Submission Requirements

7

Accepted Advertisements
Payment Terms
Credit and Overdue Invoices
Liability
Additional Terms

8

Publication Calendar
Special Issue Dates



About Our Newspaper

Newspaper's Name	The Rensselaer Polytechnic
Newspaper Founded.....	1885
Host Campus	Rensselaer Polytechnic Institute
Newspaper Circulation	6,000 Weekly
Page Size/Type.....	11 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 Affiliations	Associated 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

About Rensselaer

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 and 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.



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

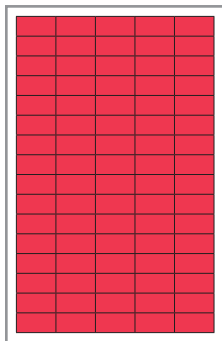
Local Rates

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.

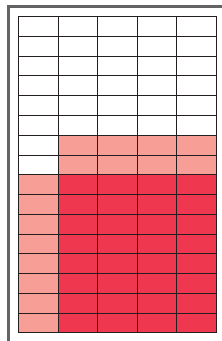
Local Rate Frequency Discounts

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

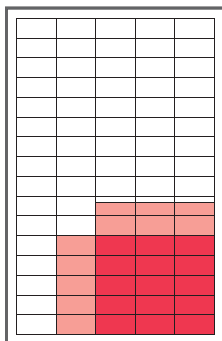
Common Advertisement Sizes



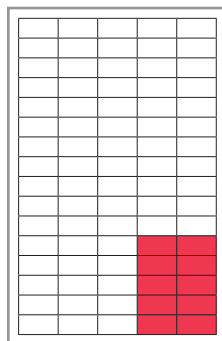
Full Page
10" wide by 16" tall
National: \$1,000.00
Local: \$540.00
Department: \$460.00



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

Box Around Ad\$5.00

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 RepeatsDiscount

4 to 7 10.00%

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.

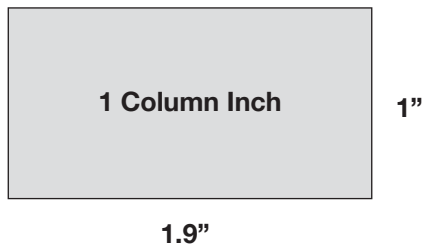
Refunds are not available for classified ads.

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			
Columns	Inches	Picas	Minimum Depth (in.)
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 in ad copy.

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.

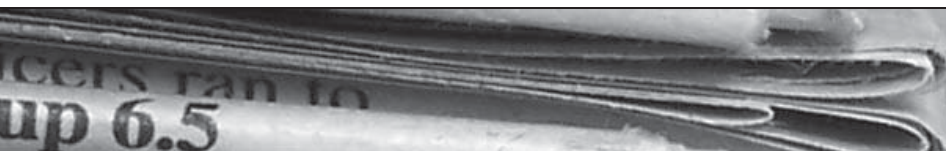
Additional Terms

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 2011

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 2011

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 2011

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 2011

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 2011

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 2011

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 2012

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 2012

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			

March 2012

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 2012

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					

May 2012

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		

Special Issues

Event	Issue Date
Freshmen Student Orientation	July 12
July 12–July 22	
First Day of Classes	August 31
August 29	
Women's Hockey Preview	September 21
Men's Hockey Preview	September 28
Career Fair	September 28
September 30–October 1	
Homecoming	October 19
October 21–23	
Family Weekend	October 26
October 28–30	
Thanksgiving Vacation	November 16
November 23–25	
Final Exams	December 7
December 14–20	
Winter Recess	
December 21–January 22	
First Day of Classes	January 25
January 23	
Spring Break	March 7
March 10–18	
Student Gov. Elections Week	April 11
April 13–20	
Student Gov. Elections Week Review	April 18
Final Exams / Commencement	May 9
May 11–17 / May 26	



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

the rensselaer
polytechnic