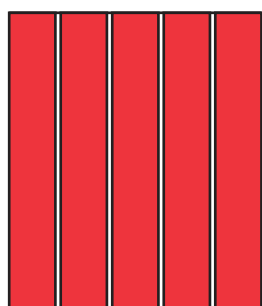


Advertising Rates for Local Businesses

Fall 2017

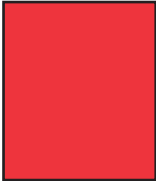
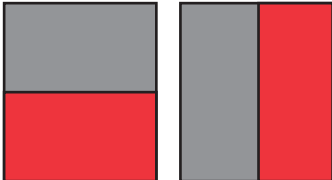
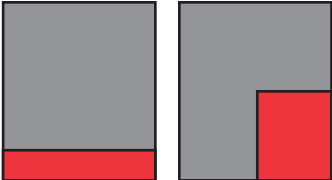
(518) 620-6662 • ads@poly.rpi.edu



We are a five column newspaper & we charge per column inch.

Local Price:

\$6.32 per column inch

Size	Options	Price
Full Page	 W: 10" H: 15.825"	\$500
Half Page	 W: 10" W: 5" H: 7.9125" H: 15.825"	\$250
Quarter Page	 W: 10" W: 5" H: 3.96" H: 7.9125"	\$125

Color: Additional \$200 per advertisement.

Inserts: parameters are 8.5" x 11" or smaller when folded.

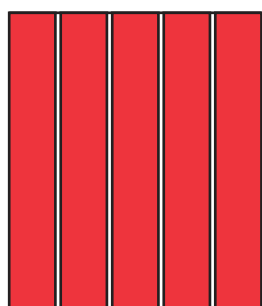
\$70 for our 3,000 issue distribution

\$25 per thousand for additional folding

Advertising Rates for National Businesses

Fall 2017

(518) 620-6662 • ads@poly.rpi.edu



We are a five column newspaper & we charge per column inch.

National Price:
\$12.63 per column inch

Size	Options	Price
Full Page	 W: 10" H: 15.825"	\$1000
Half Page	 W: 10" W: 5" H: 7.9125" H: 15.825"	\$500
Quarter Page	 W: 10" W: 5" H: 3.96" H: 7.9125"	\$250

Color: Additional \$200 per advertisement.

Inserts: parameters are 8.5" x 11" or smaller when folded.

\$70 for our 3,000 issue distribution

\$25 per thousand for additional folding

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

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


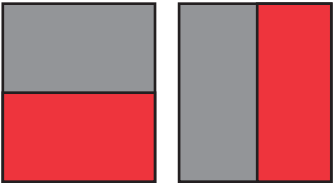
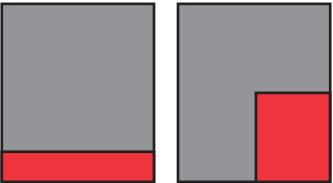
The advertiser and/or advertising agency will be billed fifty (50) percent of the total cost of any cancelled advertisement reservation made by the advertiser and/or advertising agency after the space reservation deadline.

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.

Advertisement Options

Poly Credits: ad space purchased with Poly credits are not priced per column inch.

Size	Options	Credit Count
Full Page	 W: 10" H: 15.825"	8
Half Page	 W: 10" W: 5" H: 7.9125" H: 15.825"	4
Quarter Page	 W: 10" W: 5" H: 3.96" H: 7.9125"	2

Ad Design: additional \$150 per advertisement.

Contact Information

Ads Director

ads@poly.rpi.edu

Business Director

business@poly.rpi.edu

Printing Schedule

All issues drop on Wednesday.

September

6th

13th

20th

27th

October

4th

11th

18th

25th

November

1st

8th

15th

29th

December

6th

13th