



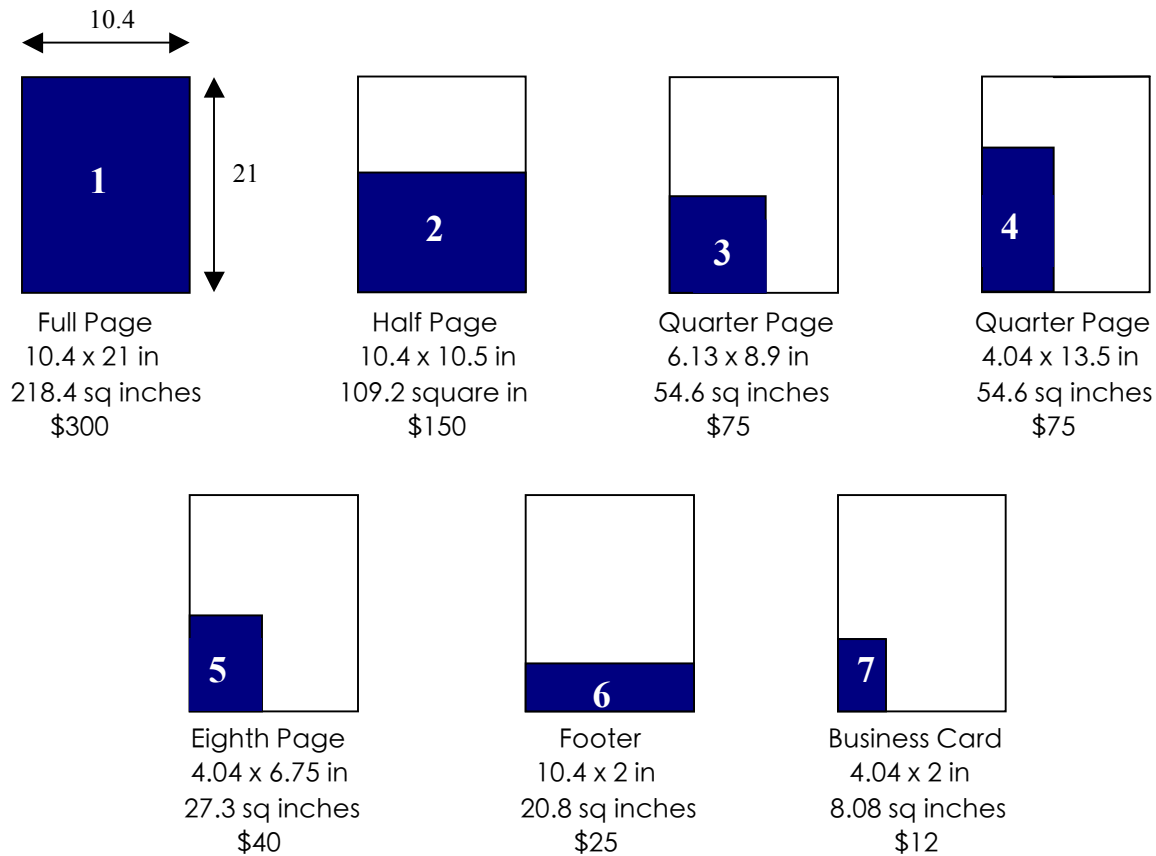
THE COLLEGE VOICE

SPRING 2011 ADVERTISING RATES

THE COLLEGE VOICE IS THE ONLY STUDENT-RUN NEWSPAPER AT CONNECTICUT COLLEGE. THE NEWSPAPER HAS A PRINT RUN OF 2,000 AND IS DISTRIBUTED TO RESIDENCE HALLS, FACULTY AND ADMINISTRATOR OFFICES, DINING HALLS, ACADEMIC BUILDINGS AND OTHER ON-CAMPUS HUBS. IT IS ALSO MAILED TO ALUMNI & PARENT SUBSCRIBERS AND THE COLLEGE'S BOARD OF TRUSTEES. THE VOICE IS A 12 PAGE BROADSHEET THAT PRINTS ON MONDAYS WEEKLY, AND OUR WEBSITE, THECOLLEGEVOICE.ORG, PUBLISHES NEW CONTENT DAILY. IT IS BY FAR THE MOST WIDELY READ PUBLICATION ON CAMPUS.

Advertising Rates for Print: \$1.50 per square inch

Each page measures 10.45 x 21in and has 5 columns at 1.95in each.



Frequency Discounts:

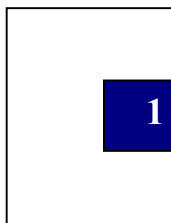
We encourage businesses to advertise with us on a regular basis. We offer a 5% discount for businesses that advertise with us five times, and 10% for advertising eight times or more.

**** If you pay for your advertisement up front, we will give you 10% off your total order.**

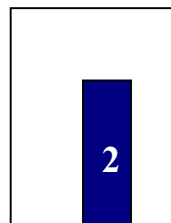
Advertising Rates for Website:

The screenshot shows the homepage of 'THE COLLEGE VOICE', described as 'CONNECTICUT COLLEGE'S INDEPENDENT STUDENT-RUN NEWSPAPER'. The navigation menu includes HOME, OPINIONS, NEWS, ARTS, SPORTS, LETTERS, EDITORIALS, VIDEO, BLOGS, ABOUT, SUBSCRIBE, and CONTACT. The date is 'SUNDAY AUGUST 22ND 2010'. The 'News' section features an article titled 'Safe is Sexy: "Get" »' with a photo of a person on a balance beam. The 'Opinions' section features an article titled 'An Idealistic Process: Being »' with a photo of a person. A search bar is located at the top right.

thecollegevoice.org receives over 25,000 impressions per month.



200 x 200 px
One Day: \$15
One Week: \$75
One Month: \$200
** Every page but homepage*



468 x 60 px
One Day: \$15
One Week: \$75
One Month: \$200
**Only on homepage*

Advertisement Submission

Advertisements should be submitted electronically to the attention of Becca Heupel at business@thecollegevoice.org. We accept advertisements in **PDF, JPG, PNG** or **TIFF** formats, and only in the exact sizes above – inches in print and pixels online. Please include name of the company advertising, size of ad, insertion dates, and final price in the body of the email, with your advertisement attached. Payment should be sent by check or money order (made out to The College Voice), to the address below.

Advertisement Policies

All insertion orders and artwork must be received 7 days prior to publication, and are accepted on a first-come, first-served basis. Please note that if an advertisement needs altering to be able to run in our publication, for size, quality, lighting, etc., we will charge an additional 15%.

Designing Ads

Our creative team can design an ad for your business for a set fee of \$20. To give you the best ad possible, we ask that you send images and suggest the direction or aesthetic you're looking for.

Contract Regulations

The College Voice 1) reserves the right to reject or edit any advertising copy at any time; (2) reserves the right to delete an issue at any given time. If the advertiser has already paid at the time the decision is made, The College Voice will issue a refund; (2) will not accept advertisements that promote discrimination on the basis of race, creed, color, sex, or sexual orientation, nor will it accept advertisements of a political nature; (3) will print advertisements with the word "advertisement" above it; (4) shall not be liable for failure to print, publish or circulate all or any portion of any issue if such a failure is the result of circumstances beyond the paper's control.

Print and Online Rates Policy

The College Voice will not assume liability for goods sold at the incorrect price. Claims for adjustment or error must be made no later than 5 days after the receipt of the tearsheet. The College Voice reserves the right to revise rates upon 30 days notice. Any previous contracts, however, will be honored. The advertiser is responsible for content of the advertisement placed. An advertiser who cancels a display ad after the deadline will be charged for the space ordered. Cancellations must be in writing. Advertisements must be accompanied by a copy of the signed advertising contract.

Advertiser Contract

Business Name _____

Address _____

City, State, Zip _____

Phone & Fax _____

Print Ad size: x frequency _____ = price: _____
(1-7 above)

Online Ad size: x frequency _____ = price: _____
(1-2 above)

I would like an ad designed for me:

YES NO (+ \$20)

Insertion Dates: Check all that apply			
Fall 2010		Spring 2011	
9/20		2/7	
9/27		2/14	
10/4		2/21	
10/18		2/28	
10/25		3/7	
11/1		4/4	
11/8		4/11	
11/15		4/18	
12/6		4/25	
12/13		5/2	

Other discounts:

5x frequency discount (5%): _____

8x frequency discount (10%): _____

Nonprofit organization (15%): _____

Up front payment (10%): _____

Total: _____

Payment

Check enclosed

Please bill me

I have read the advertising policies of The College Voice and agree to all the stated terms.

Authorized Signature or e-signature:

Please submit this form by mail or electronically. Upon receipt of tearsheet, please send a printed copy of this form, along with payment, to The College Voice at Connecticut College, 270 Mohegan Ave, New London, CT 06320. Check or money order should be made out to The College Voice.

CONTACT THE COLLEGE VOICE BUSINESS DEPT.
Connecticut College 270 Mohegan Avenue New London, CT 06320

Phone: (860) 439-2813 Email: business@thecollegevoice.org