
THE COLLEGE VOICE

Fall 2016 - Spring 2017 Advertising Rates and Information

The College Voice is Connecticut College's only student-run newspaper and, by far, the most widely read publication on campus. 1000 copies are distributed each week to residence halls, dining halls, academic buildings and faculty and administrator offices. It is also mailed to alumni and parent subscribers as well as the College's Board of Trustees. The Voice is a 16 page tabloid that prints on Mondays every two weeks. We also occasionally print extended editions. Our website, thecollegevoice.org, publishes new content semi-weekly.

Specs / Rates:

 <p>FULL</p>	 <p>1/2</p>	 <p>3/10</p>
10.25 x 16 \$450.00	10.25 x 8 \$225.00	6.15 x 8 \$135.00
 <p>1/4</p>	 <p>1/5</p>	 <p>1/8</p>
10.25 x 4 \$112.50	4 x 8 \$90.00	10.25 x 2 \$45.00

Frequency Discounts:

When you order five advertisements and pay up front, you receive a sixth ad for free.

Color Ads:

Color advertisements are available for an additional fee of \$50 per ad.

Designed Ads:

Our design team can create your ad for a set fee of \$50. To give you the best ad possible, we ask that you send images and suggest a direction or aesthetic along with your order.

Advertisements should be submitted electronically to Shatrunjay Mall at business@thecollegevoice.org.

We accept advertisements in PDF, JPG, PNG or TIFF formats, and only in or within the sizes above.

Please include the name of the company advertising, size of the 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 Shatrunjay Mall, 270 Mohegan Avenue, New London, CT 06320.

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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.

Contract Regulations:

The College Voice reserves the right to reject or edit any advertising copy at any time; 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; 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; 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 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 the 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.

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Business Name: _____

Agency: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Insertion Dates <i>check all that apply</i>		Ad Size <i>full, 1/2, 3/5, 1/4, 1/5, 1/8</i>	Color (+\$50 per ad) <i>check for color printing</i>	Total Price
9/18	2/5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
10/9	2/19	<input type="checkbox"/>	<input type="checkbox"/>	
10/23	3/5	<input type="checkbox"/>	<input type="checkbox"/>	
11/6	4/9	<input type="checkbox"/>	<input type="checkbox"/>	
11/20	4/23	<input type="checkbox"/>	<input type="checkbox"/>	
12/11	5/7	<input type="checkbox"/>	<input type="checkbox"/>	

Total Price	
Check Enclosed	<input type="checkbox"/>
Please Bill Me	<input type="checkbox"/>

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 to business@thecollegevoice.org. 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*.