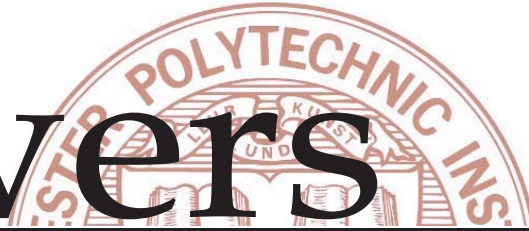


# The Towers



The Towers Organization  
 c/o Student Activities Office  
 100 Institute Road  
 Worcester, MA 01609

Phone 508.831.5464  
 Fax 508.831.5721  
 Email ads@wpi.edu  
 Web www.wpi.edu/~technews

## WPI Student Organization Rates

2007 - 2008 Academic Year

Width (col) \ Height (in)	1 2"	2 4"	3 6"	4 8"	5 10"
1"	\$2.00	\$4.00	\$6.00	\$8.00	\$10.00
2"	\$4.00	\$8.00	\$12.00	\$16.00	\$20.00
3"	\$6.00	\$12.00	\$18.00	\$24.00	\$30.00
4"	\$8.00	\$16.00	\$24.00	\$32.00	\$40.00
5"	\$10.00	\$20.00 1/8 page	\$30.00	\$40.00 1/4 page	\$50.00
6"	\$12.00	\$24.00	\$36.00	\$48.00	\$60.00
7"	\$14.00	\$28.00	\$42.00	\$56.00	\$70.00
8"	\$16.00	\$32.00	\$48.00	\$64.00	\$80.00 1/2 page
9"	\$18.00	\$36.00	\$54.00	\$72.00	\$90.00
10"	\$20.00	\$40.00	\$60.00	\$80.00 1/2 page	\$100.00
11"	\$22.00	\$44.00	\$66.00	\$88.00	\$110.00
12"	\$24.00	\$48.00	\$72.00	\$96.00	\$120.00
13"	\$26.00	\$52.00	\$78.00	\$104.00	\$130.00
14"	\$28.00	\$56.00	\$84.00	\$112.00	\$140.00
15"	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00
16"	\$32.00	\$64.00	\$96.00	\$128.00	\$160.00 full page

All ads must be accompanied by an insertion order. The insertion order must include ad size, date to run, and contact / billing info.

Deadlines are Fridays at 5:00 pm

\*A vertically oriented 1/4 page is also available at same price. However, there will be a vertical 0.5" white space on either side of the ad image.

## Publication Schedule

2007 - 2008 Academic Year

### A Term

(August 24 - October 12)

- 1 August 19 (Sunday) New Student Issue
- 2 September 5 (Wednesday)
- 3 September 11
- 4 September 18
- 5 September 25
- 6 October 2

### B Term

(October 23 - December 13)

- 7 October 30
- 8 November 6
- 9 November 13
- 10 November 20 Thanksgiving Issue
- 11 December 4 Winter Break / Holiday Issue

### C Term

(January 10 - February 28)

- 12 January 15 (Sunday)
- 13 January 22 (Wednesday)
- 14 January 29
- 15 February 5
- 16 February 12 Valentine's Day Issue
- 17 February 19

### D Term

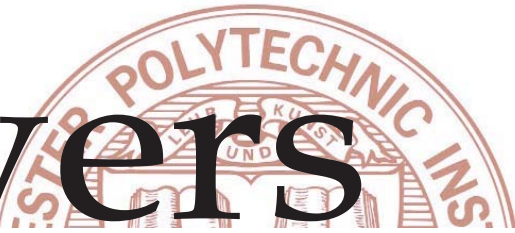
(October 23 - December 13)

- 18 October 30
- 19 November 6
- 20 November 13
- 21 November 20
- 22 December 4 Summer Break Issue

All publication dates are Tuesdays, unless otherwise noted.

See page 2 for more information.

# The Towers



## Advertising Information

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### Inserts

- \$400 per issue
- Requires 1500 Copies (pre-printed)
- Must be shipped directly to the printer (Saltus Press) 1 week before publication
- Must ship 1 copy of the insert & insertion order to The Towers 2 weeks before publication

### Color

- \$200 per color, \$450 for full color
- Must receive ad and insertion order 1 week before publication
- Print copies need to be submitted in color separation (CMYK)
- Electronic copies need to be Adobe PDF (\*.pdf), Adobe Photoshop (\*.psd), Tagged Image File Format (\*.tiff or \*.tif), or Joint Photographers Experts Group (\*.jpeg or \*.jpg) in CMYK

### Classifieds

- \$5 for first 5 lines (150 characters)
- \$0.50 for each additional line (30 characters per line)
- Can be prepaid or billed after classified is run

### Fees

- Ads that do not meet standard sizes will be billed an additional \$25.
- Ads that require creative editing will be billed an additional fee based on size and ad complexity. (Usually between 30%-60%)
- Late submissions, without prior notice, are subject to a 20% late fee.

### Cancellations

- Cancelled classifieds on or after 24 hours post the deadline date will be charged 5% of the classified ads.
- Cancelled Advertisements on or after 24 hours post the deadline date will be charged 10% of advertising charge.

- Cancellation of inserts must be sent to printer and The Towers no later than Saturday by midnight before publication date.
- Cancellations later than 1 week prior to publication date will be charged 25% of the insert charge.

### Deadlines

- 5:00pm Friday preceding publication (except color and inserts)
- Late ads will not be accepted
- Deadline for New Student Issue is Tuesday, August 14

### Format

- Electronic format: Adobe Photoshop (\*.psd), Adobe PDF (\*.pdf), Microsoft Word (\*.doc), Tagged Image File Format (\*.tiff or \*.tif), Joint Photographers Experts Group (\*.jpeg or \*.jpg), Graphic Interchange Format (\*.gif).
- Paper format: must be camera ready (laser printer quality or better)
- Ads must be proportional to their ad space
- *We do NOT accept ad copy via FAX.*

### Circulation

- Tech News is distributed weekly on Tuesdays during the academic year, with a circulation of 1500 copies.

### Ad policy

- Do not accept ads for:
  - Alcohol
  - Firearms
  - Gambling or Lottery
  - Tobacco products
  - Pornography / sexual products
  - Illegal substances
- Do not accept ads concerning issues on:
  - Extremist political and religious views or topics
- No false advertising or profanities

*The Towers staff reserves the right to reject any advertisement it deems to be inappropriate.*

### Printer

Saltus Press  
24 Jolma Road  
Worcester, MA 01604  
Tel: (508) 752-1969  
(508) 752-5300  
Fax: (508) 752-5733

### Payment

- Full payments must be received within 60 days of invoice date.