

2016-17 ADVERTISING CONTRACT

_____ agrees to advertise in the Ithacan on the following circled dates:

NAME OF COMPANY/ADVERTISER

August 25, 2016	October 20, 2016	January 26, 2017	March 23, 2017
September 1, 2016	October 27, 2016	February 2, 2017	March 30, 2017
September 8, 2016	November 3, 2016	February 9, 2017	April 6, 2017
September 15, 2016	November 10, 2016	February 16, 2017	April 13, 2017
September 22, 2016	November 17, 2016	February 23, 2017	April 20, 2017
September 29, 2016	December 1, 2016	March 2, 2017	April 27, 2017
October 6, 2016	December 8, 2016	March 9, 2017	May 4, 2017

Company Name _____

Contact Person _____

Billing Address _____

City _____ State _____ ZIP _____

Phone () _____ Fax () _____

Frequency of Ad

Price Per Column Inch (check one)

Ad Size

5-9 Issues:
(10% Savings)

\$6.75 per column inch
 \$7.75 with placement on page _____

1, 2, 3, 4, 5
 NUMBER OF COLUMNS,
 PLEASE CIRCLE ONE

10-14 Issues:
(15% Savings)

\$6.37 per column inch
 \$7.33 with placement on page _____

 INCHES TALL

15+ Issues:
(20% Savings)

\$6.00 per column inch
 \$6.90 with placement on page _____

 COLUMN INCHES*

Price Per Insertion:

_____ X _____ = \$ _____
 NUMBER OF COLUMN INCHES RATE COST PER INSERTION

ADVERTISER SIGNATURE** _____ DATE _____ ITHACAN REPRESENTATIVE SIGNATURE _____ DATE _____

* Minimum size per insertion. Larger ads will receive the contract rate per inch. 2.5-column-wide ads available upon request, only in half-page increments.
 ** Upon signature of this contract, the advertiser agrees to abide by all policies and procedures listed within the current Rates and Publications schedule. If the advertiser fails to comply with said regulations, The Ithacan reserves the right to terminate this contract without notice.

WHITE: ADVERTISER YELLOW: OFFICE PINK: SALES REPRESENTATIVE GOLD: ACCOUNTS RECEIVABLE