

2017-18 ADVERTISING CONTRACT

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

NAME OF COMPANY/ADVERTISER

August 31, 2017	October 26, 2017	January 25, 2018	March 22, 2018
September 7, 2017	November 2, 2017	February 1, 2018	March 29, 2018
September 14, 2017	November 9, 2017	February 8, 2018	April 5, 2018
September 21, 2017	November 16, 2017	February 15, 2018	April 12, 2018
September 28, 2017	November 30, 2017	February 22, 2018	April 19, 2018
October 5, 2017	December 7, 2017	March 1, 2018	April 26, 2018
October 12, 2017	December 14, 2017	March 8, 2018	May 3, 2018

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
 \$8.10 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
 \$7.64 with placement on page _____

INCHES TALL

15+ Issues:
(20% Savings)

\$6.00 per column inch
 \$7.20 with placement on page _____

COLUMN INCHES*

SPECIAL PLACEMENT IS
AVAILABLE FOR AN
ADDITIONAL 20%

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