

## 2017-18 ON-CAMPUS ADVERTISING CONTRACT

\_\_\_\_\_ agrees to advertise in the Ithacan on the following circled dates:

**NAME OF DEPARTMENT/GROUP**

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

Department/Organization Name\*\*

Contact Person

Campus Address

Account Number\*

Phone ( )

Fax ( )

### Frequency of Ad

### Price Per Column Inch (check one)

5-9 Issues:  \$5.40 per column inch  
 (10% Savings)  \$6.48 with placement on page \_\_\_\_\_

10-14 Issues:  \$5.10 per column inch  
 (15% Savings)  \$6.12 with placement on page \_\_\_\_\_

15+ Issues:  \$4.80 per column inch  
 (20% Savings)  \$5.76 with placement on page \_\_\_\_\_

### Ad Size

1, 2, 3, 4, 5

NUMBER OF COLUMNS,  
PLEASE CIRCLE ONE

\_\_\_\_\_ INCHES TALL

\_\_\_\_\_ 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

\*Ithaca college account to be debited. Account should have 21 digits. e.g., 01.08.34.566.1234.000.00000

\*\* Student organizations require an adviser's signature. 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.

† 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.

WHITE: ADVERTISER

YELLOW: OFFICE

PINK: SALES REPRESENTATIVE

GOLD: ACCOUNTS RECEIVABLE