

TECH NEWS



The Student Newspaper of Worcester Polytechnic Institute

The WPI Newspeak Association
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

Advertising Rates

2003 - 2004 Academic Year

Width (col)	1	2	3	4
Height (in)	2 3/8"	5"	7 5/8"	10 1/4"
1"	\$5.00	\$10.00	\$15.00	\$20.00
2"	\$10.00	\$20.00	\$30.00	\$40.00
3"	\$15.00	\$30.00	\$45.00	\$60.00
4"	\$20.00	\$40.00 1/8 page	\$60.00	\$80.00
5"	\$25.00	\$50.00	\$75.00	\$100.00
6"	\$30.00	\$60.00	\$90.00	\$120.00
7"	\$35.00	\$70.00	\$105.00	\$140.00
8"	\$40.00	\$80.00 1/4 page	\$120.00	\$160.00 1/2 page
9"	\$45.00	\$90.00	\$135.00	\$180.00
10"	\$50.00	\$100.00	\$150.00	\$200.00
11"	\$55.00	\$110.00	\$165.00	\$220.00
12"	\$60.00	\$120.00	\$180.00	\$240.00
13"	\$65.00	\$130.00	\$195.00	\$260.00
14"	\$70.00	\$140.00	\$210.00	\$280.00
15"	\$75.00	\$150.00	\$225.00	\$300.00
16"	\$80.00	\$160.00	\$240.00	\$320.00 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

Publication Schedule

2003 - 2004 Academic Year

A Term

(August 28 - October 16)

- | | | |
|---|-------------------------|-------------------|
| 1 | August 23 (Saturday) | New Student Issue |
| 2 | September 3 (Wednesday) | |
| 3 | September 9 | |
| 4 | September 16 | |
| 5 | September 23 | |
| 6 | September 30 | |
| 7 | October 7 | |

B Term

(October 28 - December 18)

- | | | |
|----|-------------|------------------------------|
| 8 | November 4 | |
| 9 | November 11 | |
| 10 | November 18 | |
| 11 | November 25 | |
| 12 | December 9 | Winter Break / Holiday Issue |

C Term

(January 15 - March 4)

- | | | |
|---|-------------|-----------------------|
| 1 | January 20 | |
| 2 | January 27 | |
| 3 | February 3 | |
| 4 | February 10 | Valentine's Day Issue |
| 5 | February 17 | |
| 6 | February 24 | |

D Term

(March 16 - May 4)

- | | | |
|----|----------|--|
| 7 | March 23 | |
| 8 | April 6 | |
| 9 | April 13 | |
| 10 | April 20 | |
| 11 | April 27 | |

All publication dates are Tuesdays, unless otherwise noted.

See page 2 for more information.

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Advertising Information

2003 - 2004 Academic Year

Inserts

- \$350 per issue
- Requires 2000 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 Tech News 2 weeks before publication

Color

- \$160 per color, \$400 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 \$15.
- Ads that require lay out will be billed a lay out fee based on size and ad complexity.

Deadlines

- 5:00pm Friday preceding publication (except color and inserts)
- Late ads will not be accepted
- Deadline for New Student Issue is Tuesday, August 19

Format

- Electronic format: Page Maker 7 (*.pmd), 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), or Encapsulated PostScript (*.eps)
- 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 2000 copies.

Ad policy

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

- *No Discounts*, for any reason.
- Net 60 - Must pay full amount within 60 days of receiving invoice.