

TECH NEWS



The Student Newspaper of Worcester Polytechnic Institute

The WPI Newspeak Association
c/o Student Activities Office
100 Institute Road
Worcester, MA 01609

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WPI Student Organization Rates

2003 - 2004 Academic Year

Width (col)	1	2	3	4
Hight (in)	2 3/8"	5"	7 5/8"	10 1/4"
1"	\$1.75	\$3.50	\$5.25	\$7.00
2"	\$3.50	\$7.00	\$10.50	\$14.00
3"	\$5.25	\$10.50	\$15.75	\$21.00
4"	\$7.00	\$14.00 1/8 page	\$21.00	\$28.00
5"	\$8.75	\$17.50	\$26.25	\$35.00
6"	\$10.50	\$21.00	\$31.50	\$42.00
7"	\$12.25	\$24.50	\$36.75	\$49.00
8"	\$14.00	\$28.00 1/4 page	\$42.00	\$56.00 1/2 page
9"	\$15.75	\$31.50	\$47.25	\$63.00
10"	\$17.50	\$35.00	\$52.50	\$70.00
11"	\$19.25	\$38.50	\$57.75	\$77.00
12"	\$21.00	\$42.00	\$63.00	\$84.00
13"	\$22.75	\$45.50	\$68.25	\$91.00
14"	\$24.50	\$49.00	\$73.50	\$98.00
15"	\$26.25	\$52.50	\$78.75	\$105.00
16"	\$28.00	\$56.00	\$84.00	\$112.00 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 with FOPAL. 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

- \$100 per color, \$300 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
- Every student gets 1 free classified per academic year

Fees

- Ads that do not meet standard sizes will be billed an additional \$15.
- Ads that require lay out will be billed a layout 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 13

Format

- Electronic format: Page Maker (*.pm6), 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 cannot 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.

Payment

- Must include FOPAL

Free

- Every Student Organization gets 1 free 1/4 page (5" by 8") Public Service Announcement per academic year. This may be used to promote any activity that is open to the entire WPI community.