

PIPE DREAM Web Display Ad Form

Customer Contact & Billing Information:

Company Name: _____
 Representative: _____
 Phone: _____
 Fax: _____
 E-Mail: _____
 Address: _____

Special Print Issue Dates

Fall 2009

Summer Issue **June 14**
 First Issue Back **Aug. 31**
 Homecoming **Oct. 2-4**
 Parent's Weekend **Oct. 24**
 Finals/Last Winter **Dec. 14**

Spring 2010

First Print Issue **Jan. 25**
 Spring Break **Mar. 27**
 Issue after Spring Break **Apr. 6***
 Last Print Issue **May 4**
 Finals/Graduation Issue **May 10**

Web Display Options

Tile Ad: 210 pixels wide x 210 pixels high
 Placement: Right side of the home page only

Horizontal Banner: 715 pixels wide x 100 pixels high
 Placement: Top of page on all article pages (home page not included)

Vertical Banner: 175 pixels wide x 500 pixels high
 Placement: Left side of the home page only

File Format:

Ad files must be emailed either as .jpg or .gif file format.
 If you are unable to send contact your advertising rep.

Please Circle

Tile Ad (210px x 210px)	\$30
Horizontal Banner (715px x 100px)	\$40
Vertical Banner (175px x 500px)	\$40

X Number of Weeks _____

Web Discounts:

4 weeks: 15% off total

Entire Semester: 35% off total

Subtotal _____

Discount (____%) _____

Total _____

☐ Web Address to be linked with Ad:

http:// _____

Fall 2009

August 2009

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2009

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2009

Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2009

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2009

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Spring 2010

January 2010

Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2010

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2010

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April 2010

S	M	T	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2010

S	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

IMPORTANT:

A web ad "week" = Tuesday 12 PM to Monday 5 PM

Deadlines

Insertion/Material Deadline:
 Monday prior by noon

Contact Information

Phone: (607) 777-2516
 Fax: (607) 777-2600
 business@bupipedream.com
 PO Box 6000
 Binghamton, NY 13902-6000

Advertising Policy

Pipe Dream (PD) reserves the right to reject ads for any reason. PD is under no obligation to run ads submitted after the placement deadline. Any changes made to advertisement space and size reservations must also be made by the appropriate deadline. If content is not received before the deadline but older content is available, PD will fill the space with the most recently submitted advertisement. If no previous content is available PD is under no obligation to run the advertisement and the undersigned advertiser will still be held monetarily responsible for the space reservation and will be billed. Advertiser agrees that ads will be placed and charged for the full length of the contract. Signature below implies that advertiser has read, understands, and agrees to Pipe Dream's **Extended Advertising Policy**.

Signature: _____

Date: _____