



# ADVERTISING RATES 2010/2011

## Who We Are

The Ithacan is a weekly student newspaper serving the Ithaca College community. We publish 5,000 copies weekly, reaching students, faculty, staff, parents and members of the Ithaca community each week.

## What We Do

The Ithacan has four sections: News, where all aspects of college life are covered, ranging from campus events, classroom activities and campus safety to the administration and student government; Opinion, featuring the paper's editorials along with a wide range of commentaries and letters to the editor; Accent, full of local places of interest, student profiles, concert information and movie and album reviews; and Sports, where profiles of athletes and coverage of the week's sports are regular features.

## Our Awards

The Ithacan is consistently ranked among the top college newspapers in the country. Recent awards include top honors from the most prestigious collegiate and professional organizations in the country, including the Associated Collegiate Press Pacemaker and Online Pacemaker awards, two Columbia Scholastic Press Association Crowns, and being named the best college newspaper in New York state by the New York Press Association nine times in the last 11 years.

## Advertising Policies

The Ithacan is committed in all its pages to maximizing the free exchange of information and ideas.

There are, however, two types of advertisement that will be automatically refused:

1. Advertising that promotes the excessive and/or irresponsible consumption of alcohol, including, but not limited to, "all you can drink" specials and special drink prices, in compliance with the Ithaca College Solicitation and Advertising Policy.
2. Advertising promoting the writing of, or sale of pre-written term papers, as the sale of such items is in direct conflict with the academic mission of the institution.

In addition, The Ithacan may choose to refuse advertising that, in the judgment of the sales manager and/or editor in chief, falls into any of the following categories:

- a. Advertisements considered to be libelous.
- b. Advertisements considered to be obscene.
- c. Advertisements considered to be in poor taste.
- d. Advertisements considered to be defamatory toward a group or individual.
- e. Advertisements asserting claims that are clearly and demonstrably false, the publication of which might be damaging to the community.

Right of refusal is not limited to these categories, however. The paper reserves the right to refuse or to limit any and all advertising for any issue.

No advertising copy will be accepted by telephone.

The Ithacan assumes no financial responsibility for typographical or printing errors, or for omission of any copy on advertisements. "Make Goods" will run, when appropriate, before billing adjustments are made. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by the Ithacan Business Manager and the Manager of Student Publications.

Such adjustments will not be considered if the Ithacan Business Manager is not notified within 15 days.

Rates are subject to change without notice.

The Ithacan reserves the right to identify copy with the word "Advertisement."

Only the publication of an advertisement constitutes acceptance of the advertisement.

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# THE ITHACAN

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269 ROY H. PARK HALL  
ITHACA COLLEGE  
ITHACA, N.Y. 14850-7002

PHONE (607) 274-1618  
FAX (607) 274-1376  
ITHACANADS@ITHACA.EDU  
WWW.THEITHACAN.ORG

# Our Advertising Grid System

The Ithacan is a tabloid-sized newspaper set on a 5-column grid. Full-page copy area is 10 inches wide by 15.4 inches deep. A single column is 1.9 inches wide.

Our grid provides four different heights: full (15.4"), half (7.6"), quarter (3.7") and eighth (1.75"). It also allows for five different widths, depending on the number of desired columns. In the example pages at the right, the gray box represents the full copy area (or a full-page ad known as F5), and we've created example ad stacks.

## Rates & Specifications

The cost of an advertisement is the height multiplied by the number of columns (which creates a measurement called column inches), which is multiplied by the cost of advertisements, which is \$7.50 per column inch.

<b>FULL HEIGHT</b> (15.4" TALL)	F5 Full Page (10" wide)	<b>\$577.50</b>
<b>HALF HEIGHT</b> (7.6" TALL)	H5 1/2 Page (10" wide)	<b>\$285</b>
	H4 (7.9" wide)	<b>\$228</b>
	H3 (5.9" wide)	<b>\$171</b>
	H2.5 1/4 Page (4.85" wide)	<b>\$142.50</b>
	H2 (3.9" wide)	<b>\$114</b>
	H1 (1.9" wide)	<b>\$57</b>
<b>QUARTER HEIGHT</b> (3.7" TALL)	Q5 (10" wide)	<b>\$138.75</b>
	Q4 (7.9" wide)	<b>\$111</b>
	Q3 (5.9" wide)	<b>\$83.25</b>
	Q2 (3.9" wide)	<b>\$55.50</b>
	Q1 (1.9" wide)	<b>\$27.75</b>
<b>EIGHTH HEIGHT</b> (1.75" TALL)	E5 Banner (10" wide)	<b>\$65.63</b>
	E4 (7.9" wide)	<b>\$52.50</b>
	E3 (5.9" wide)	<b>\$39.38</b>
	E2 (3.9" wide)	<b>\$26.25</b>
	E1 (1.9" wide)	<b>\$13.13</b>

## Discounts and Special Charges

### CONTRACT ADVERTISING

One-time, off-campus advertisers will pay according to the above chart. Substantial savings are available by signing contracts to advertise in multiple issues of The Ithacan. Advertisers may agree to contracts at the following savings:

5-9 ISSUES	10% OFF PRICE OF ADS
10-14 ISSUES	15% OFF PRICE OF ADS
15+ ISSUES	20% OFF PRICE OF ADS

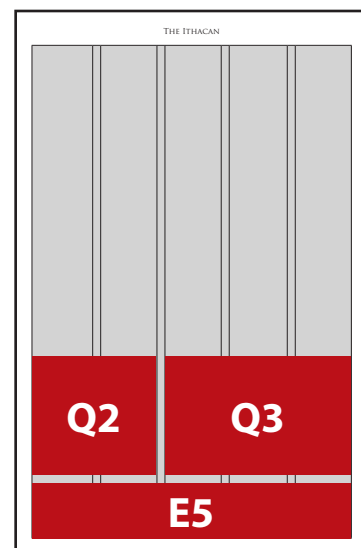
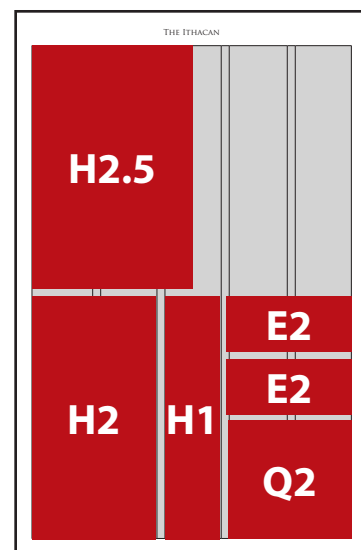
Contract advertising accounts will be reviewed at the end of the academic year, and advertisers who failed to run ads in the contracted number of issues will be billed the difference between the full and discounted price of the ads retroactively.

**SINGLE (SPOT) COLOR** for an ad may be purchased for an additional \$80 per ad.

**FULL (PROCESS) COLOR** may be purchased at an additional \$240 per ad.

**SPECIAL PLACEMENT** on the page of the advertiser's choice may be purchased for an additional 15% of the cost of the ad.

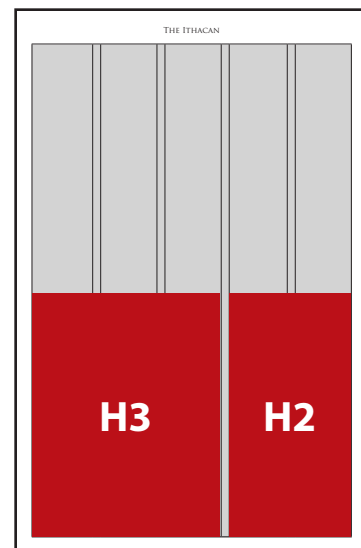
**RECOGNIZED ITHACA COLLEGE DEPARTMENTS AND ORGANIZATIONS** receive a 10% discount on display ads.



Top: Small ads like the E2 and Q1 can be impactful in an ad stack, while half height ads can carry excellent weight on the page.

Above: The E5 banner is a strong page anchor when well-designed.

Below: Notice how the H3 ad dominates the view on the page.



# Inserts

\$150 per 1,000, with a minimum insertion of 5,000 for items of four pages or less.

For multiple-page insert rates, contact the Sales Manager.

The Ithacan reserves the right to refuse inserts that are not on recyclable material.

Inserts must be received at the newspaper's printing agent **AT LEAST** one week prior to publication.

Inserts must be shipped to:

**TOWANDA PRINTING COMPANY**  
R.R #4, Towanda-Monroeton Rd.  
Route 220  
Towanda, PA 18848  
570-268-4208

# Other Services

The Ithacan offers free design and typesetting of advertising. Let us create a custom ad for you, using the latest in desktop publishing software. Call the Sales Manager for more information.

# Classifieds

Classified ads are a \$4.00 minimum for the first 4 lines and \$1 per additional line, per insertion. One line is 32 characters. Add \$1.00 per line for any bold or all-capital words within a line. (Italics are not available.)

Classified subheadings include:

For Sale	Notices	For Rent	Sublet
Services Wanted	Lost/Found	Personals	Employment Services

Forms available online at [www.theithacan.org/advertising](http://www.theithacan.org/advertising).

# Billing

Advertisers will be mailed a copy of the Insertion Order for their advertisement, along with a copy of the newspaper in which their ad appeared, upon publication. **THE INSERTION ORDER IS A CONFIRMATION THAT THE ADVERTISEMENT APPEARED, NOT A BILL.**

Display advertisements are billed monthly, during the first week of the month following insertion. Upon receipt of this bill, payment should be made by check (credit card payments are not accepted) to "Ithaca College" and mailed to:

**ITHACA COLLEGE BURSAR'S OFFICE**  
953 DANBY ROAD  
ITHACA, NY 14850-7002

Payment terms are net thirty (30) days from date of invoice. Ithaca College reserves the right to require alternative payment terms, including, without limitation payment in advance. If payment is not received by the due date, a late charge will be added at the rate of one and one-half percent (1.5%) per month (eighteen percent (18%) per year), to unpaid invoices from the due date thereof.

If you are delinquent in paying any amount owed to Ithaca College by more than ten (10) days, then Ithaca College may suspend advertising. Ithaca College may cancel all further ads and any amounts unpaid hereunder shall immediately become due and payable.

If Ithaca College retains a collection agency and/or attorney to collect overdue amounts, all collection costs, including attorney's fees, shall be payable by your organization. An advertiser must represent to Ithaca College that the advertiser is solvent and must agree that each acceptance of ad sold hereunder shall constitute reaffirmation of this representation at such time.

Classified ads must be paid in advance. We accept Visa and MasterCard for classifieds only.

SUN	MON	TUE	WED	THU	FRI	SAT
				Display ad must be reserved by 5 p.m. for following week	All artwork and copy due by 5 p.m.	
	Advertiser reviews finished version Classifieds due by 5 p.m.			Your ad published in The Ithacan		

# Publisher's Clause

By issuance of this rate card, the publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in The Ithacan, and by their tendering such insertion order the advertiser or agency shall indemnify and hold the publisher, its employees, agents, and its subcontractors free and harmless from any expenses, damages, and costs resulting in any way from the publisher's compliance with the insertion order (including, but not by way of limitation, from claims or libel, invasion of privacy, copyright infringement or otherwise). Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue for any reason. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, as its option, to publish the tendered advertising in the next available issue.

# PUBLICATION SCHEDULE 2010/2011

## august

s	m	t	w	t	f	s
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				

**August 25:** First day of Fall classes

## september

s	m	t	w	t	f	s
			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

s	m	t	w	t	f	s
					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						

**October 14–17:** Fall Break

## november

s	m	t	w	t	f	s
	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				

**November 20–28:** Thanksgiving Break

## december

s	m	t	w	t	f	s
			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	

**December 10:** Last day of Fall classes

## january

s	m	t	w	t	f	s
						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					

**January 24:** First day of Spring classes

## february

s	m	t	w	t	f	s
		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					

**February 14:** Valentine's Day

## march

s	m	t	w	t	f	s
		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		

**March 12–20:** Spring Break

## april

s	m	t	w	t	f	s
					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

s	m	t	w	t	f	s
1	2	3	4	5	6	7

**May 6:** Last day of Spring classes

### Directions to The Ithacan

Enter Ithaca College from the main entrance. Turn left at the rotary, then right towards Roy H. Park Hall. The Ithacan is located in 269 Park Hall, halfway down the second floor. If you enter from underneath the arch on the Campus Center side of the building, turn right in the lobby.