

## 2017-18 ON-CAMPUS ADVERTISING CONTRACT

NAME OF DEPARTMENT/GROUP

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

|                    |                   |                   |                |
|--------------------|-------------------|-------------------|----------------|
| 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: ☐ \$6.08 per column inch  
(10% Savings) ☐ \$7.30 with placement on page \_\_\_\_

10-14 Issues: ☐ \$5.74 per column inch  
(15% Savings) ☐ \$6.88 with placement on page \_\_\_\_

15+ Issues: ☐ \$5.40 per column inch  
(20% Savings) ☐ \$6.48 with placement on page \_\_\_\_

28+ Issues: ☐ \$5.06 per column inch  
(25% Savings) ☐ \$6.08 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