



THE A&T REGISTER



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Box E-25 • 1601 E. Market St. • Greensboro, NC 27411 • (336) 285-3449 • FAX: (336) 256-0833

E-MAIL: sales.theregister@gmail.com • WEB: www.ncatregister.com

2016-17 ONLINE RATES

Rates	Size:	in Pixels	in Inches	Semester
Leaderboard Top	728x90		Get	\$900
Rectangle (main page)	300x250		From	\$725
Rectangle (in story)	300x250		Media	\$675
Leaderboard Bottom	728x90		Mate	\$625
Skyscraper	200x90			\$550

PDF should be emailed and sized for 200 DPI

PRINT ADVERTISING RATES

Per-run Pricing (all advertisements include full color)

Size	Campus	Local	Student	National
Full page	\$600	\$725	\$400	\$925
Half page	\$350	\$450	\$250	\$675
Quarter page	\$275	\$325	\$175	\$550
Eighth page	\$200	\$275	\$125	\$400

Black and white ads will receive a \$50 deduction on above price

Standard sizes

Ads may be vertical or horizontal.

Full page: 10.5" by 11.5 inches (5 columns, total 57.5")

Half page: 10.5" by 5.75 inches (5 columns, total 28.75")

Third page: 10.5" by 3.83 inches (5 columns, total 19.15")

Quarter page: 5.25" by 5.75 inches (3 columns, total 17.25")

AD DESIGNS: Basic: \$50 Complex: \$100

Deadlines

Space: 3 p.m. Friday for the following Wednesday

Artwork: 3 p.m. Monday for the following Wednesday

FREQUENCY DISCOUNTS

Price breaks start at the quarter-page size:

5% at 5 ads | 7% at 6-10 ads | 10% at 11+ ads

A signed contract and prepayment are required for frequency discounts. Frequency discounts are not retroactive.

AGGIE 101 (Incoming student guide)

2,500 copies will be printed and distributed to all NC A&T State University residence halls by August 13, 2016.

Last day to reserve space AND submit artwork: July 13, 2016.

Size	Campus	Local	Student	National
Full page	\$355	\$380	\$275	\$630
Half page	\$255	\$280	\$190	\$430
Third page	\$205	\$230	\$150	\$355
Quarter page	\$170	\$195	\$100	\$380

Standard sizes (column width x inch depth = cost)

Ads may be vertical or horizontal.

Full page: 8.5" by 11 inches (4 columns, total 44")

Half page: 8.5" by 5.5 inches (4 columns, total 22")

Third page: 8.5" by 3.67 inches (4 columns, total 14.67")

Quarter page: 4.25" by 5.5 inches (2 columns, total 13.15")

2016-17 PUBLICATION DATES

Issue	Fall Dates	Issue	Spring Dates
1	Aggie 101 (Aug 13)	9	January 25 **
2	August 31 **	10	February 1 **
3	September 14	11	February 8 **
4	September 28	12	March 1
5	October 12	13	March 22 **
6	October 26 **	14	April 12
7	November 2 **	15	April 26
8	November 16 **	16	May 3 **

** SPECIAL EDITION DATES

Fall 2016:

August 31	Back to School Issue
October 26	Homecoming Preview
November 2	Homecoming Roundup
November 16	Holiday Edition

Spring 2017:

January 25	Ronald E. McNair Day (Jan 27th)
February 1	February 1 Celebration
February 8	Sex Edition
March 22	Founders Day (March 23rd)
May 3	Spring Commencement

INSERTS

Inserts are \$100 per thousand. The minimum order is 3,500; the maximum is 5,000. Inserts must be approved by the business manager and received at the printer (at the expense of the client) 5 business days before publication. Items must be ready for insertion when mailed. Call for additional details.

Please send inserts to:

Triangle Web Printing Co. at 514 United Drive, Durham, NC 27713
Phone: (919) 544-7839 | Mark "A&T Register"

ADDITIONAL OPTIONS:

Edition Sponsorships: MUST BE PAID IN FULL BY THE FRIDAY PRECEDING DESIRED PUBLICATION DATE.

PLATINUM: \$2000 (1 full page AD on back cover, 1 additional full page - placement TBD by business manager, honorable mention in last edition of fall and spring semesters, free half page AD for the next Aggie 101)

GOLD: \$1350 (1 full page AD - placement TBD by business manager, honorable mention in last edition of current semester, 1/2 price AD for the next Aggie 101)

SILVER: \$900 (1 half page AD - placement TBD by business manager)

Trades: Advertising space will be provided in exchange for goods/services as granted by the business manager. Examples include movie tickets, concert/show/event tickets, gift cards for drawings, providing food for staff production nights, etc.

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DISPLAY ADVERTISING CONTRACT

Organization name: _____ Telephone: _____
Contact name: _____ E-mail: _____
Billing address: _____
Fax: _____ Account representative: _____

ADVERTISING DIMENSIONS & RATES

Make checks payable to
"The A&T Register."

Ad Run date(s): _____

Type (campus, local, etc.)	_____
AD Size	_____
Price	\$ _____
Insertions	# x \$ = _____
Frequency discount	_____
Color/Design fee	\$ _____
TOTAL DUE:	\$ _____

Staff use only:
Client initials _____
Staff initials _____
Contract date _____
Payment date _____
Client copy sent _____
(date)

Additional Notes: _____

CONDITIONS OF AGREEMENT

- It is understood that this agreement is based upon the condition that the client shall use the space agreed upon and that if not used as specified, the cost of all space shall be determined by the publisher's regular schedule of rates.
- Clients must pay in advance until credit is established.
- Prepayment and signed contracts are required until credit is established.
- All bills are payable within 30 days of receipt for clients with established, satisfactory credit. If any bill is not paid by the thirtieth day, this agreement, the publisher may cancel, without notice, and in such event, all charges for ads published prior to cancellation shall become due immediately and payable at the regular schedule of rates. Also, accounts 40 days past due are subject to legal action.
- The publisher will not consider adjustments of payments for any advertisement involving typographical errors or erroneous insertions unless notice is given to a business manager within one week after the advertisement appears. When print material is sent directly to the printer or for any other reason not received by the business manager for review and correction before publication, the publisher will make no adjustment for insertion or omission.
- Special placement is not guaranteed.
- The paper does not accept advertisements for campus elec-

tions.

- The A&T Register reserves the right to reject or revise advertising that it considers objectionable. Commercial advertisements that discriminate on the basis of race, creed, color, familial status, national origin, handicap, age or sex will not be accepted. Commercial advertisements containing false or misleading statements will be rejected. Advertisements for products, services or promotions that are illegal in the state of North Carolina will be rejected.
- Because of the costs associated with redesigning the newspaper after the advertising deadline, retail advertising cancelled after the deadline will be charged at 50 percent of the cost of publishing the ad. In addition, changes to advertisements after the deadline may not be possible.
- The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed and also assumes responsibility for any claims arising therefrom made against The A&T Register.
- This contract is made under and shall be governed and construed in accordance with the laws of the State of North Carolina.
- Proof of publication is one tearsheet mailed within seven business days of publication.

Client initials: _____

Client's signature: _____

Register Staff signature: _____

Date: _____