

2007-08 Advertising Guide – University Entities

These rates are for colleges, schools, departments, offices, centers, student organizations and other units of Purdue University. Ads for personal or external business purposes have separate rates.

To use the rate chart below, begin at the circle in the lower left corner, then move upward and to the right. Thus an ad of size B-3 occupies three columns and two-thirds of the page depth. The price is for a single run of a black/white ad.

Full	A-1 \$95 11p3 x 78p0 1.87" x 13"	A-2 \$191 23p9 x 78p0 3.96" x 13"	A-3 \$277 36p3 x 78p0 6.04" x 13"	A-4 \$358 48p9 x 78p0 8.12" x 13"	A-5 \$405 61p3 x 78p0 10.20" x 13"
	B-1 \$63 11p3 x 52p0 1.87" x 8.66"	B-2 \$132 23p9 x 52p0 3.96" x 8.66"	B-3 \$194 36p3 x 52p0 6.04" x 8.66"	B-4 \$252 48p9 x 52p0 8.12" x 8.66"	B-5 \$308 61p3 x 52p0 10.20" x 8.66"
2/3	C-2 \$98 23p9 x 38p6 3.96" x 6.41"	C-3 \$148 36p3 x 38p6 6.04" x 6.41"	C-4 \$193 48p9 x 38p6 8.12" x 6.41"	C-5 \$231 61p3 x 38p6 10.20" x 6.41"	
1/2	D-2 \$65 23p9 x 25p6 3.96" x 4.25"	D-3 \$99 36p3 x 25p6 6.04" x 4.25"	D-4 \$133 48p9 x 25p6 8.12" x 4.25"	D-5 \$165 61p3 x 25p6 10.20" x 4.25"	
1/3	E-3 \$74 36p3 x 19p0 6.04" x 3.16"		E-4 \$100 48p9 x 19p0 8.12" x 3.16"	E-5 \$124 61p3 x 19p0 10.20" x 3.16"	
1/4			F-4 \$66 48p9 x 12p6 8.12" x 2.08"	F-5 \$82 61p3 x 12p6 10.20" x 2.08"	
1/6	N/A				
	1	2	3	4	5

Rates — position, color and frequency

All rates are net and not commissionable. For guaranteed position on back page, add 25 percent to cost.

Up to four colors are available on each ad-carrying page (from page 4 to end). For color use, add 25 percent to cost.

Frequency discounts are counted within a fiscal year (including a July issue date at the end of a fiscal year) as follows:

- 2-4x: 10%
- 5-15x: 15%
- 16x or more: 20%

Discounts apply to ad space ordered at one time and any additional space ordered later with no missed issues before or during the extension. If an ad or ads are not submitted in time to appear, discounts will decrease to reflect the facts.

Specifications

Format: TIFF

Resolution: 200 dpi

Mode: For b/w ad, use grayscale. For color ad, use CMYK.

To contact us

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Deadlines

Issue	Issue date	Reserve by	Ad due, 3pm
1	Aug. 16 (Th)	Aug. 7 (Tu)	Aug. 9 (Th)
2	Sept. 5 (W)	Aug. 24 (F)	Aug. 28 (Tu)
3	Sept. 18 (Tu)	Sept. 7 (F)	Sept. 11 (Tu)
4	Oct. 2 (Tu)	Sept. 21 (F)	Sept. 25 (Tu)
5	Oct. 23 (Tu)	Oct. 12 (F)	Oct. 16 (Tu)
6	Nov. 6 (Tu)	Oct. 26 (F)	Oct. 30 (Tu)
7	Nov. 20 (Tu)	Nov. 9 (F)	Nov. 13 (Tu)
8	Dec. 4 (Tu)	Nov. 21 (W)	Nov. 27 (Tu)
9	Jan. 8 (Tu)	Dec. 28 (F)	Jan. 2 (Tu)
10	Jan. 29 (Tu)	Jan. 18 (F)	Jan. 22 (Tu)
11	Feb. 12 (Tu)	Feb. 1 (F)	Feb. 5 (Tu)
12	Feb. 26 (Tu)	Feb. 15 (F)	Feb. 19 (Tu)
13	March 18 (Tu)	March 3 (M)	March 5 (W)
14	April 1 (Tu)	March 21 (F)	March 25 (Tu)
15	April 15 (Tu)	April 4 (F)	April 8 (Tu)
16	April 29 (Tu)	April 18 (F)	April 22 (Tu)
17	May 20 (Tu)	May 9 (F)	May 13 (Tu)
18	July 1 (Tu)	June 20 (F)	June 24 (Tu)

Advertising Policies

Contracts, payment

A signed contract is required. Advertisers should submit a completed contract by the space reservation deadline (usually a Friday 11 days before publication). University units must provide a departmental code number for billing purposes. Off-campus advertisers must provide an FEIN number or Social Security number. Prepayment is not generally required, but the University reserves the right to limit credit and/or require prepayment.

Advertising placement

Advertising is on a first-come, first-served basis as space allows. Ads do not run on pages 1, 2 or 3. To guarantee placement on the back page, a 25 percent additional fee will be charged. Advertising appears in the printed version of Inside Purdue only, not online. Ad placement is at the editor's discretion.

Content guidelines

Inside Purdue reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions, promote activities that are detrimental or damaging to the University or its mission, or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law or University policies and rules. Inside Purdue will not accept advertising for political candidates or issues, tobacco or alcohol products, or gambling.

Advertiser responsibility

The advertiser is solely responsible for the accuracy of the content of advertisements submitted. All ads must be clearly recognizable as advertisements by design. If not, the editor will label them as such.

Cancellation policy

No charge will be made for ads canceled by 3 p.m. on "Ad due" date. However, a cancellation may affect discount status.

Distribution and demographics

Inside Purdue is the faculty-staff newspaper of Purdue University. It will produce 18 issues in 2007-08, printing 13,500 copies of each. At the West Lafayette campus, copies are individually addressed and sent by campus mail to all regular employees.

Each issue also is sent to Purdue Calumet, Purdue North Central and Indiana University-Purdue University Fort Wayne.

The West Lafayette campus receives about 10,000 copies of each issue as follows:

- About 2,600 professors, lecturers and post-doctoral employees.
- About 3,700 administrative and professional staff and Extension educators.
- More than 3,700 clerical and service staff.

Inside Purdue

Advertising guide for University Entities 2007-08

Print Edition

The faculty-staff newspaper of Purdue University:
West Lafayette, Calumet, Fort Wayne, North Central

Frequency: 18 issues
Circulation: 13,500

Inside Purdue
Room 417
400 Centennial Mall Drive,
West Lafayette, IN 47907-2016

Campus mail:
417 ENAD

Inside Purdue also is online at
www.purdue.edu/per

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UNIVERSITY