

THE BLUE AND GREY

Since 1921

2011-2012 Academic Year Advertising Rate Card

Hood College Student Newspaper
401 ROSEMONT AVENUE, FREDERICK, MARYLAND 21701
The Blue and Grey Advertising (301) 696-3644
www.theblueandgrey.com

The Blue and Grey is published six times a semester.
Advertising copy deadline: seven calendar days prior to publication date.

Publication schedule:
Fall 2011 Semester (5 issues)
1st - February 9th
2nd – March 1st
3rd - March 29th
4th – April 19th
5th – May 3rd

Display Ad Rates:

Campus Rate.....\$1.50 per column inch
*Local Open Rate.....\$2.50 per column inch
National Rate..... \$6.25 per column inch

Display advertising is sold per column inch (pci) in quarter-inch increments. *The Blue and Grey* editorial staff will exercise care to adjust supplied ads to fit purchased space. However, if an ad fails to completely fill purchased space, *The Blue and Grey* editorial staff will determine if a cost adjustment is due the advertiser. Refunds will be made in the form of a credit allowance only.

The Blue and Grey also offers advertising space in fixed sizes. Refer to the sizing chart.

Note: Minimum size for display ads is 1 column wide by 1.5 inches high.

At this time, advertising is only available for print editions of *The Blue and Grey*. An invoice will be mailed when ad is published. As proof of performance, a tearsheet or complete newspaper will be included with invoice. Payment is due upon receipt. **Payment for ads must be by check only.**

Requests for ad placement will be honored wherever possible but cannot be guaranteed.

*Local rate applies to businesses that are owned and operated in Frederick County. All other businesses will be charged the National Rate. Anyone who receives a commission or a fee to place an ad will be charged the National Rate.

No display advertising will be published upside down, sideways, or in any other manner inconsistent with traditional newspaper form. Front page advertising is not available.

The editors of *The Blue and Grey* reserve the right to place a line border around any ad without the prior consent of the advertiser. This is sometimes necessary for appearance.

Contract rates are available to campus and local advertisers only. No agency discounts are available.

Non-profit and charitable organizations – please contact *The Blue and Grey's* Advertising Staff for special rates.

Display ads are not permitted in the classifieds section.

Discounts:

Same ad placed in 3 consecutive issues: 5%

Same ad placed in 6 consecutive issues (semester contract): 20%

Full page discount: 10%

Discounts apply to open and contract rates only, not to classified ads. Campus, religious, and non-profit rates are not discountable. To qualify for a discount, the ad must appear in consecutive issues in its original form.

How to Submit Display Ads:

The Blue and Grey does not currently offer design services for creating ads.

The Blue and Grey is published in black and white. Display ads are to be submitted as “camera ready.” The preferred file submission format is Adobe PDF. Files can also be submitted in TIFF, PSD, JPEG, GIFF, and EPS formats. Since photos will be printed in black and white, ads containing photographs should be submitted in grayscale, 300 ppi.

To submit a display ad, email files as attachments to: blueandgreyads@hood.edu

NOTE: All ads must be 2, 4, 6, 8 or 10 inches wide. *The Blue and Grey* is a tabloid size newspaper with five columns. Actual column width is 1.83 inch. Since advertising uses the space between columns, all display advertising is charged per two inches column width.

To calculate a display ad rate:

- 1) Determine how many columns your ad spans horizontally.
- 2) Determine the vertical height of your ad. This is “column inch.” Round this figure up to the nearest quarter-inch. Note: ads are charged to the nearest quarter-inch vertical increment.
- 3) Determine the applicable price rate from the “**Display Ad Rates:**” section.
- 4) Use these figures in this formula:

Number of columns * vertical inches of ad size * applicable rate per column inch = total ad price

Example: A business card size ad is 2 columns wide by 2 inches high (4 total column inches). The Local Open Rate of \$2.50 per column inch applies. Therefore, 4 column inches at \$2.50 per column inch results in a total ad cost of \$10.

How to Submit Payment for Display Ads:

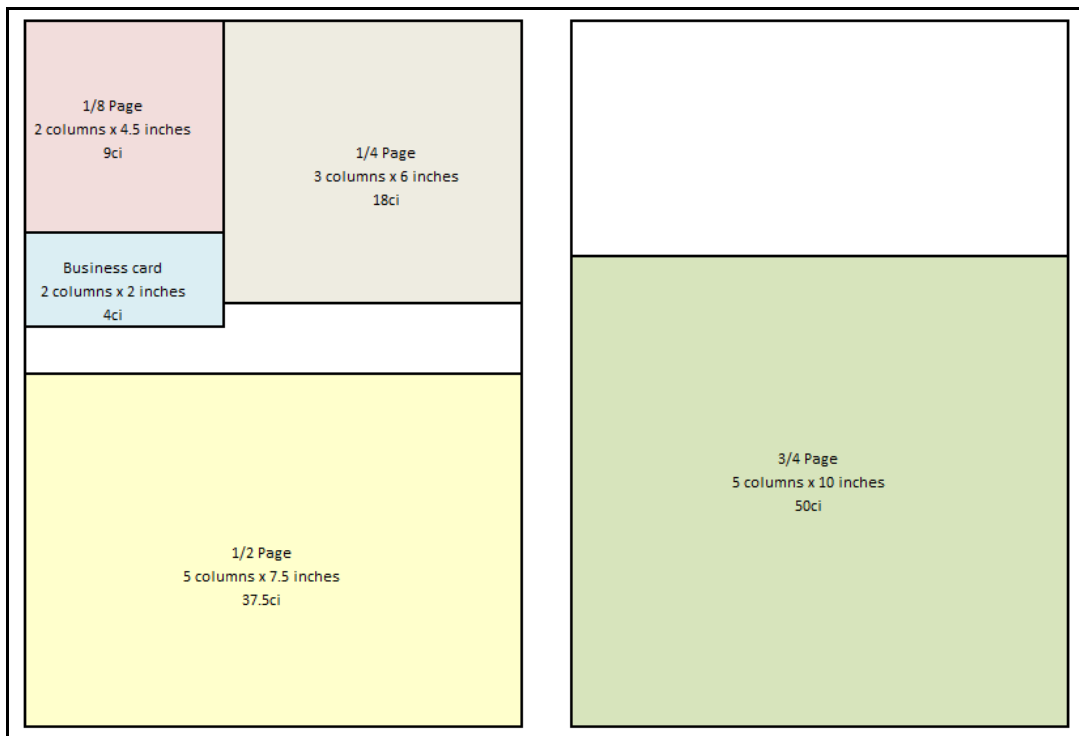
Note: Payment for ads must be by check only. Make check payable to “Hood College” and send to:

HOOD COLLEGE
Attn: The Blue and Grey Advertising
401 Rosemont Avenue
Frederick, MD 21701

On Campus Submission: Sealed envelopes containing checks and marked with “The Blue and Grey” or “Student Newspaper” can be taken to the post office in Whitaker Hall. No postage is necessary. Include a return address on the outside of the envelope.

Fixed Display Ad Sizes:

Fixed Display Ad Sizes Available					
Name	Size	Total Size in column inches (ci)	Cost		
			Campus	Local	National
			\$1.25	\$2.50	\$6.25
Full page	5 cols x 15 in.	75	\$93.75	\$187.50	\$468.75
3/4 page	5 cols x 10 in.	50	\$62.50	\$125.00	\$312.50
1/2 page	5 cols x 7.5 in.	37.5	\$46.88	\$93.75	\$234.38
1/4 page	3 cols x 6 in.	18	\$22.50	\$45.00	\$112.50
1/8 page	2 cols x 4.5 in.	9	\$11.25	\$22.50	\$56.25
"Business card"	2 cols x 2 in.	4	\$5.00	\$10.00	\$25.00
Minimum size	1 col x 1.5 in.	1.5	\$1.88	\$3.75	\$9.38



Full Page = 5 columns x 15 inches (75 ci)

Minimum display ad size=1 column x 1.5 in. (1.5 ci)

Vertical ½ Page (not shown) = 3 columns x 12.5 in. (37.5 ci)

Classified Ad Rates:

Off - Campus Rate: Classified advertising is \$2.00 for the first 10 words, plus 10 cents per additional word. E-mail addresses, URLs and phone numbers are considered to be one word.

Campus Rate: Classified advertising for Hood College students is free with student ID. Restrictions apply.

The Blue and Grey editorial staff reserves the right to delineate between “Campus” and “Off-Campus” advertising.

How to Submit Classified Ads:

Email your written listing to blueandgreyads@hood.edu or include your written listing when submitting payment. Make checks payable to “Hood College” and send to:

HOOD COLLEGE
Attn: The Blue and Grey Advertising
401 Rosemont Avenue
Frederick, MD 21701

On Campus Submission: Sealed envelopes containing checks and marked with “The Blue and Grey” or “Student Newspaper” can be taken to the post office in Whitaker Hall. No postage is necessary. Include a return address on the outside of the envelope.

Classified ads are text only. Display ads are not permitted in the classified section.

Ad Acceptance: All advertising is subject to the approval of *The Blue and Grey* student staff. An advertisement is not considered accepted until publication. We reserve the right to refuse any advertising that does not conform to *The Blue and Grey* advertising policy. A copy of this policy may be obtained from *The Blue and Grey* by written request.

~ Rate Card information is subject to change ~
~ This card updated on February 22, 2012 ~