

DISPLAY CLASSIFIEDS Submission Form • The Daily Northwestern

Winter 2012

FOR OFFICE USE

R# _____

Clerk _____

• **Ads must be paid in advance**
 Make check payable to **Students Publishing Company**
 MAIL TO: Students Publishing Co.
 1999 Campus Drive, Evanston, IL 60208
 PAY IN PERSON: The Daily Ad Office, 3rd Floor of Norris
 FAX TO: **847-491-9905** PHONE: **847-491-7206**
 E-MAIL: **spc-compshop@northwestern.edu**

OR COMPLETE THIS BOX TO PAY with CREDIT CARD (Visa or MasterCard):

Visa/MC # _____ Exp. Date _____

Signature (required) _____ Amount to be charged _____

Please Print Name _____

PLEASE PRINT ALL INFORMATION CLEARLY.

Today's Date: _____

Advertiser's Name _____

Address _____

City _____ State _____ ZIP Code _____

Daytime PHONE _____ Placed by (name) _____

EMAIL address _____

• **PRINT AD TEXT IN CORRECT SIZE BOX BELOW.** (These are slightly larger than actual printed size.)
 All Display Classifieds are one column wide (1.65"). No logos, artwork or special fonts accepted.
 Bold type may be indicated. For clarity, you may attach a printed sheet with your text.
 For more impact, run your ad in REVERSE (black box with white type) for an extra \$1.00 per day.

Size A – \$15.00
(1 inch deep)

Size B – \$20.00
(2 inches deep)

Size C – \$25.00
(3 inches deep)

• **RATES FOR DISPLAY CLASSIFIEDS:**

Size A \$15.00 per day	Size B \$20.00 per day	Size C \$25.00 per day	Reverse \$1.00 per day	Online \$1.00 / day Must run in print on same day
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COST PER DAY (\$15, \$20 OR \$25) \$ _____

NUMBER OF DAYS ad is to run X _____

TOTAL = \$ _____

REVERSE (black box / white type): Add \$1/day + _____

Print publication TOTAL = \$ _____

ONLINE: Add \$1 / day + \$ _____

• TOTAL AMOUNT DUE = \$ _____

DEADLINES AND TERMS

Rates effective through July 2012. **NO REFUNDS FOR CANCELLATIONS**

A) Deadline for Display Classifieds is 4 pm two working days prior to day of publication. Current publishing schedule is shown at right.

B) Insertion of Classified Ad is subject to the approval of the Business Manager. Help Wanted advertisers must be Equal Opportunity Employers and identify the company in the ad. Housing advertisers must be non-discriminatory.

C) **All Classifieds require payment in advance.** Add \$1.00/ day to ALSO RUN ONLINE – must run in print on same day.

D) **NO REFUNDS** except for publishing error. Read your ad carefully when it appears in The Daily and notify us of any errors IMMEDIATELY. We will not give credit for more than 1 day's incorrect insertion.

E) Tearsheets are provided for first run date only.

• **CIRCLE DAYS YOUR AD IS TO RUN** Winter print schedule:

January 2012					February 2012					March 2012					
M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F	
	3	4	5	6			1	2	3				1	2	
9	10	11	12	13	6	7	8	9	10						
	17	18	19	20	13	14	15	16	17						
23	24	25	26	27	20	21	22	23	24						
30	31				27	28	29					27	28	29	30

SPRING BREAK