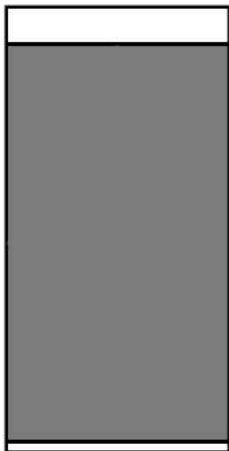


## Advertising Rates and Contract Information 2018

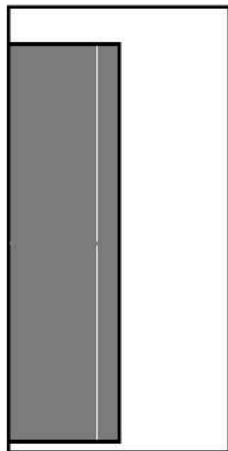
*The Miscellany News* is the oldest and best-read publication at Vassar College. Distributed every Thursday morning among students, faculty, staff and administrators, the *Miscellany* has a weekly circulation of 900+ newspapers. *The Miscellany News* also publishes news seven days a week on its website, [miscellanynews.org](http://miscellanynews.org). Inside the print and digital pages of the *Miscellany*, readers find the latest news about Vassar as well as information about upcoming College and local events. The *Miscellany* has an even larger readership on its website, which receives over 75,000 page impressions each month from the Vassar community, as well as from local residents and alumnae/i across the country.

### Advertising in Print

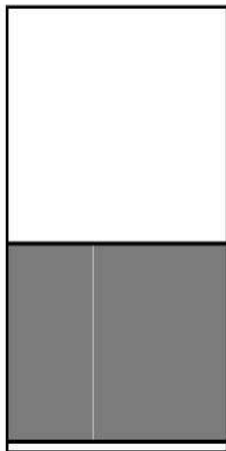
Suggested Advertisement Sizes:



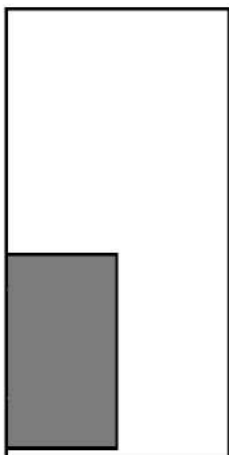
**Full Page:** 10 x 15.25 in  
152.5 sq. inches  
\$430



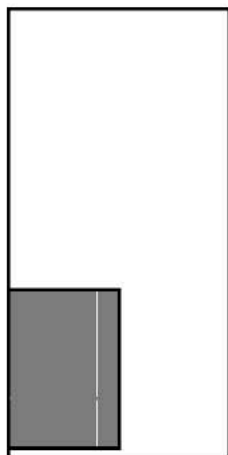
**Half Page:** 5 x 15.25 in  
76.25 sq. inches  
\$235



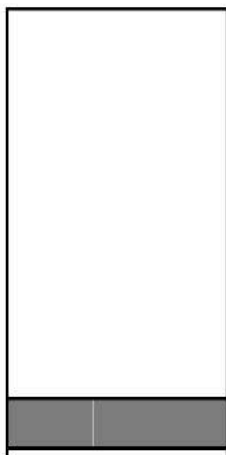
**Half Page:** 10 x 7.625 in  
76.25 sq. inches  
\$235



**Quarter Page:** 5 x 7.625 in  
38.125 sq. inches  
\$125



**5x7 Ad:** 5 x 7 in  
35 sq. inches  
\$115



**Footer:** 10 x 2 in  
20 sq. inches  
\$75

#### Sizes and Layouts

*The Miscellany News* has a printable area of 10 inches wide by 15.25 inches tall. When deciding on the dimensions of your ad, we recommend you choose from the six templates to the left.

#### Making Your Ad

If you choose to produce your own advertisement, please submit it to our staff by email to [misc@vassar.edu](mailto:misc@vassar.edu) as a PDF, JPG, PNG or TIFF file.

Or, let *The Miscellany News* staff work with you to produce your ad at no extra charge. Just tell us what you would like your ad to look like, send us any pictures or text that you would like to include and we will create an ad that looks beautiful in print.

#### Color

*The Miscellany News* offers color at an additional flat fee of \$75 per ad.

#### Deadlines

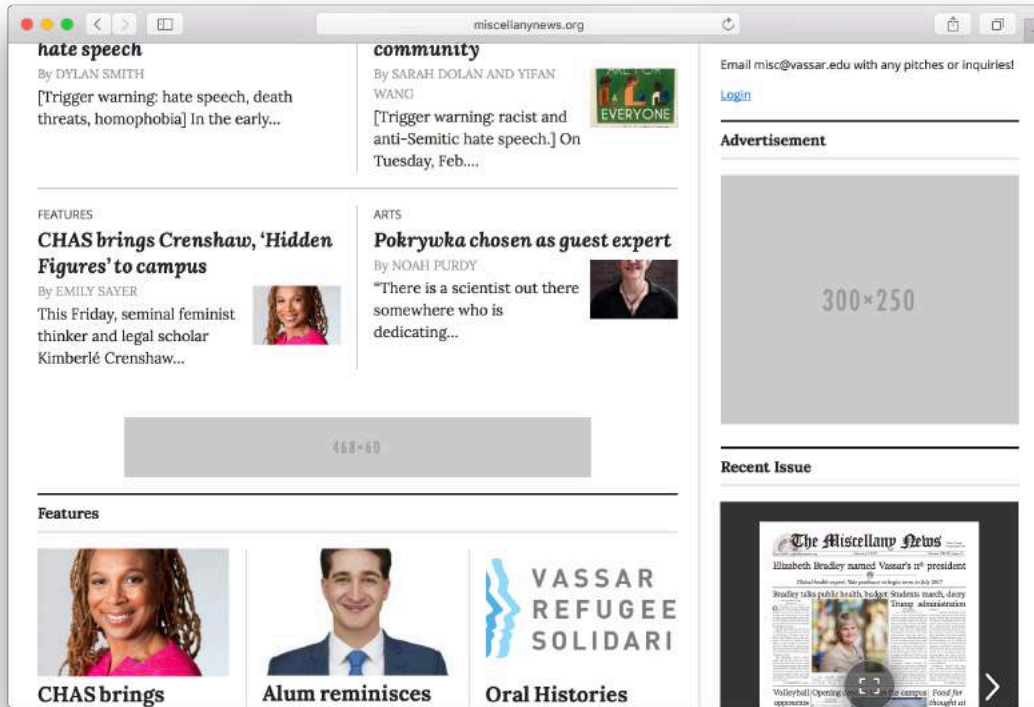
Ad space must be reserved at least 14 days before printing date and copy must be submitted to the staff at least 5 days prior to printing.

A tearsheet serving as proof of publication will be provided within 2 weeks of publication. Payment is due within 30 days of receipt of the tearsheet. Any advertiser with an account more than 30 days past due must pay in advance for additional advertising.

# Advertise Online

## About *miscellanynews.org*

While the print issue of The Miscellany News is published weekly with a circulation of 900 newspapers, *miscellanynews.org* receives around 10,000 hits each month and is updated 24 hours a day, seven days a week. Although the print edition is geographically limited to the College and surrounding community, our website reaches readers around the world.



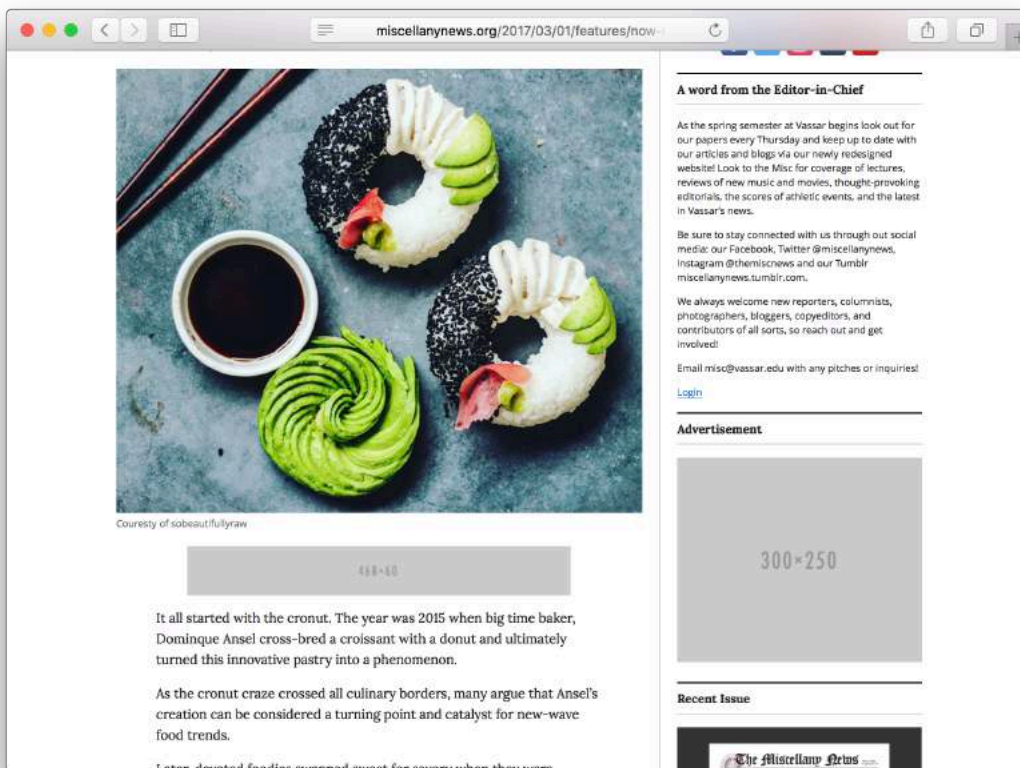
## Ad Pricing and Sizes

**Desktop Banner Size (468px X 60px)**  
advertisements can be featured on the homepage or under articles. The price for one day is \$30, for one week is \$120, and for one month is \$240.

**Desktop Sidebar Size (300px X 250px)**  
advertisements can be featured on the homepage or under articles. The price for one day is \$50, for one week is \$200, and for one month is \$400.

## Making Your Ad

We accept JPEG, PDF, PNG and TIFF files by email to [misc@vassar.edu](mailto:misc@vassar.edu). We recommend you choose from a featured ad size, although we are able to create a custom size ad. As with print advertising we are happy to help you create your ad. The design staff will work with you free of charge to make sure your ad looks great and matches your vision of it.



## Ad Pricing and Sizes

Mobile Banner Size (320px X 50px) advertisements can be featured on the homepage (pictured to the right) or under articles (pictured to the left). The price for one day is \$20, for one week is \$80, and for one month is \$160.

## Now sushi me, now you donut; try this trend while it lasts!

By PENINA REMLER

Posted on March 1, 2017 in Features



Courtesy of sobeautifullyraw

320x50

It all started with the cronut. The year was 2015 when big time baker, Dominique Ansel cross-bred a croissant with a donut and ultimately

legal scholar Kimberlé Crenshaw...

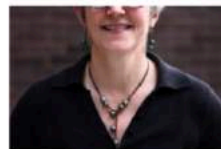


ARTS

## Pokrywka chosen as guest expert

By NOAH PURDY

"There is a scientist out there somewhere who is dedicating..."



320x50

Features

## CHAS brings Crenshaw, 'Hidden Figures' to campus

By EMILY SAYER



## Alum reminisces on involvement with VSA



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## Discounts

### **On-Campus Discounts:**

*The Miscellany News* encourages members of the Vassar community to advertise their office, organization or event in the newspaper or on *miscellanynews.org*. The paper offers a 60% reduction in print and online ad costs to administrative organizations, faculty members and collaborations with substantial administrative or faculty contribution. Student organizations may advertise free of charge. Payment for on-campus advertising is accepted through check or fund transfer. Some restrictions may apply.

### **Frequent Advertiser Discount:**

As a show of appreciation for our loyal customers, *The Miscellany News* offers a free quarter or half page ad with the purchase of at least four other quarter-page-or-larger advertisements in an academic year. Some restrictions may apply.

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## Terms and Conditions

*The Miscellany News* (1) reserves the right to reject or edit any advertising copy at any time; (2) will not accept advertisements that promote discrimination on the basis of race, creed, color, gender or sexual orientation, nor will it accept advertisements of a political nature or advertisements that promote products or services illegal in the State of New York; (3) will print every advertisement with the word “advertisement” above it; (4) shall not be liable for failure to print, publish or circulate all or any portion of any issue if such a failure is the result of circumstances beyond the paper’s control.

*The Miscellany News* will not assume liability for goods sold at the incorrect price. Claims for adjustments or errors must be made no later than 5 days after the receipt of the tearsheet. *The Miscellany News* reserves the right to revise rates upon 30 days’ notice. Any previous contracts, however, will be honored. The advertiser is responsible for the content of the advertisement placed and agrees to indemnify *The Miscellany News* against libel, privacy and copyright claims that may arise from such advertisements. An advertiser who cancels a display ad after the deadline will be charged for the space ordered. Cancellations must be made in writing. An advertiser wishing to cancel an advertisement must do so on or before the regular deadline. Advertisements must be accompanied by a copy of the signed advertiser contract. Original signed contract must follow by mail.

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## Advertiser Contract

Business name: _____
Ad description: _____
Address: _____
City, State, Zip: _____
Phone: _____
Email: _____
Print Ad: <input type="checkbox"/> or Online Ad: <input type="checkbox"/>
Print Ad Size: _____ X _____ (width) (height)
Online Ad Size: _____
Payment: Check Enclosed <input type="checkbox"/> or Bill Me <input type="checkbox"/>
Please submit this form and payment to:  <b>The Miscellany News: Advertising</b> <b>Vassar College Box 149</b> <b>124 Raymond Avenue</b> <b>Poughkeepsie, NY 12604</b>

### Insertion Dates:

(Please check all that apply)

Feb. 8		Sept. 13	
Feb. 15		Sept. 20	
Feb. 22		Sept. 27	
Mar. 1		Oct. 4	
Mar. 29		Oct. 11	
Apr. 5		Oct. 25	
Apr. 12		Nov. 1	
Apr. 19		Nov. 8	
Apr. 26		Nov. 15	
May 3		Nov. 29	
May 10*		Dec. 6	
May 27**			

\*Online only

\*\*Commencement issue

*The Miscellany News* has the right to delete an issue at any given time. If the advertiser has already paid at the time the decision is made, a refund will be issued.

I have read the advertising policies of *The Miscellany News* and agree to all stated terms.

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*Authorized Signature*