

advertising policy

All advertising submission will be reviewed by the staff of *The Perversity Weekly* to determine if the advertisement meets the standards of *The Perversity Weekly*.

The Perversity Weekly reserves the right to reject ads which do not conform to University Rules and Regulations found in the *Student Affairs Handbook*.

All advertising must be paid in full in advance unless suitable credit has been established.

All advertising in *The Perversity Weekly* in non-commissionable. All rates are net direct to *The Perversity Weekly*.

position requests

The Perversity Weekly will honor all requests for ad positions when possible.

However, positions requests cannot always be guaranteed.

error in ads

The Perversity Weekly will be responsible for only the first insertion of an incorrect ad produced by The Perversity Weekly staff. Compensation for errors cannot exceed the cost of the advertisement. Proofs will be made ready and advertiser's request.

The Perversity Weekly is not responsible for errors in camera-ready advertisements.

The Perversity Weekly is not responsible for any loss in income due to an error in an advertisement.

display rates

All rates are PER COLUMN INCH.

Local Rate.....\$7.00

Local Camera-Ready Rate.....\$6.50

Repeat Discount Rate.....\$ 6.25

Campus Rate\$6.50

National Rate.....\$10.00

At this time *The Perversity Weekly* does not offer multi-issue advertising rates. However, this is planned for development within the next semester.

At this time *The Perversity Weekly* does not offer insert rates. However, this is planned for development within the next semester.

The Perversity Weekly reserves the right increase the rates of advertisement displays at anytime. *The Perversity Weekly* will let advertisers know at least two issue in advance of any said rate increases.

electronic ad submission

Electronic ad submissions will be accepted and are preferred. E-mail perversity@threepointonline.com to submit camera ready ads.

Formats:

PDF, PSD, PMD, EPS and TIFF

The Perversity Weekly is not responsible for the reproduction quality of camera ready electronic ads.

mechanical specs

The Perversity Weekly is a tabloid sized publication with 5 columns at a 10.25 inch page width. Each column is 1.875 inches width with 0.125 inch space between columns.

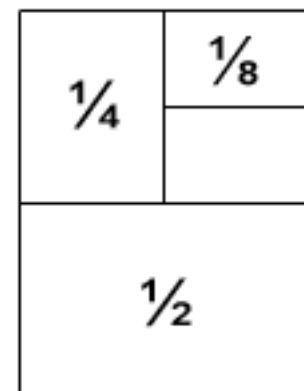
A full page measures 5 columns by 11.5 inches for a total of 57.5 column inches.

A one-eighth page ad measures 3 columns by 2.5 inches or 6 inches by 2.5 inches for a total of 7.5 column inches.

A quarter page ad measures 3 columns by 5.5 inches or 6 inches by 5.5 inches for a total of 16.5 inches.

A half page add measures a total of 27.5 column inches and may be designed as either one of the following:

- 3 columns by 11.5 inches
- 4 columns by 7 inches
- 5 columns by 5.5 inches



Further requirements:

Minimum as size is 1 column by 2 inches.

Ads will be sold in half-inch increments.

Ads over 9.5 inches deep will be charged the full length of 11.5 inches.