

The East Carolinian

Self Help Building East Carolina University, Greenville, NC 27858

Phone (252) 328-9245 Fax (252) 328-9143 www.theeastcarolinian.com

AUGUST 2009

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FEBRUARY 2010

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SEPTEMBER 2009

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MARCH 2010

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OCTOBER 2009

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APRIL 2010

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NOVEMBER 2009

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MAY 2010

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DECEMBER 2009

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JUNE 2010

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JANUARY 2010

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JULY 2010

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NATIONAL ADVERTISING RATES

National Open Rates

National rate per column inch.....\$8.00

National Contract Pre-paid Rates

2,500 - 5,999.....\$7.50

6,000 - 9,999.....\$7.00

10,000+.....\$6.50

A \$25.00 late fee will be incurred if payment is not received by 4 p.m. on the deadline date.

Color Charges

One color, plus black.....\$100

Two colors, plus black.....\$175

Full color, Plus black.....\$350

Color ads may require special production charges. PMS colors will be matched using process colors as closely as possible.

pre-print insert rate

Single sheet/8.5" x 11" or smaller.....\$85/1,000

Multiple sheets or larger than 8.5" x 11".....\$125/1,000

Ad Deadlines

4 p.m. THURSDAY for the next TUESDAY'S issue

4 p.m. MONDAY for the next THURSDAY'S issue

We reserve the right to change a deadline for holidays or as necessitated by other considerations.

Page Specifications

The East Carolinian is a photo-offset six-column broadsheet. The column measurements below are for broadsheet and tabloid formats. Column width is based on Standard Advertising Units (SAU). Space between columns is 1 pica & the page depth is 21 inches.

1 col.....1.75 inches

2 cols.....3.62 inches

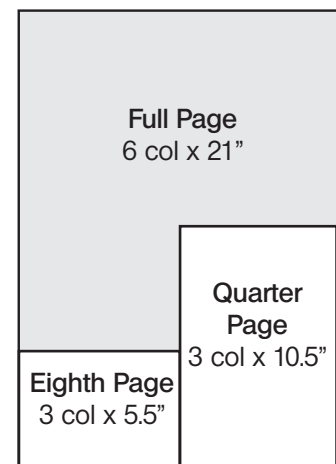
3 cols.....5.5 inches

4 cols.....7.37 inches

5 cols.....9.25 inches

6 cols.....11.125 inches

Sample Broadsheet Sizes



advertising policies

- The East Carolinian reserves the right to reject or revise any ad at its discretion if deemed objectionable or misleading. Advertisers are discouraged from making claims or using art or words that impugn or degrade sex, religion, race, age, origin or color.
- Ads having the appearance of editorial material will be labeled as a "Paid Advertisement" at the editor's discretion.
- Price adjustments or make-goods will be considered only where the error is solely the fault of the paper. Any liability of The East Carolinian will not exceed the cost of the ad and minor or typographical errors that do not change the intent of the ad will not qualify for an adjustment. The East Carolinian must be notified within five (5) working days of an error if an advertiser wishes to receive an adjustment.
- Special positioning in the paper is not guaranteed, but the newspaper will attempt to honor such requests.
- Advertisements are accepted in person or via mail only. No insertions will be accepted over the phone.
- Display advertising cancelled after the advertising deadline will be subject to 100% of the ad's cost.
- All contracts for advertising become effective only upon the approval of the Media Accountant. The East Carolinian reserves the right to terminate a contract with 30 days prior written notice.
- Original ads, photographs or artwork produced by The East Carolinian are the property of the paper and may not be used without the paper's consent.
- We will make every effort for accurate page registration and color matching, but no guarantees can be made.

business policies

- Terms are net 30 from publication date. Accounts unpaid for more than 30 days may be refused further advertising.
- Payment in advance is required for ads by out-of-state or transient advertisers, for political advertisements and all advertisers until credit can be established. New accounts desiring credit must fill out a credit application and allow five business days for processing.
- Student organizations must supply a purchase order or IDT account number when placing ads.
- Any questions concerning statements, invoices or billings should be directed to the Media Accountant at 252-328-9235.
- Returned checks will be charged a non-refundable fee of \$30.
- Credit will not be granted to any business in operation for less than six months. Credit consideration will be given to any business after six months of operation.

classified display rates

Open Display Ad Rate.....\$7.00

Contract Display Ad Rate\$6.50

Must be a local advertiser. Must agree to run 50 or more column inches before April 24, 2008 to qualify.

production charges

Basic typesetting is included in the cost of advertising. Unusual or extensive typesetting and enlargement or reduction of ads is subject to additional production charges. Custom artwork, logos and photography services are available.

