

## Display Advertising Insertion Order - Department Advertisers 2008-09

Advertiser: \_\_\_\_\_

Authorized by (Name and Title): \_\_\_\_\_ Signature: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

### Ad Order (prices are net and non-commissionable)

Run Dates: \_\_\_\_\_

Copy Reference: \_\_\_\_\_

Ad Copy:  Attached  To Come by: \_\_\_\_\_ (date)

Space reservation and ad copy deadline is 3 business days prior to the first run date.

#### Full Page

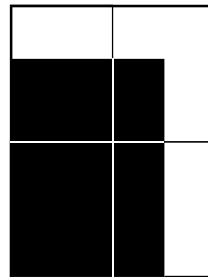
84 col. inches  
 6 col. x 14"  
 (actual size:  
 10" x 13.875")



Department: \$729.12

#### Half Page

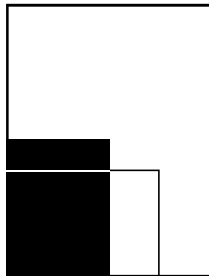
- 42 col. inches
- Horizontal 6 col. x 7"  
(10" x 6.875")
  - Full-Depth 3 col. x 14"  
(4.875" x 13.875")
  - Vertical 4 col. x 10.5"  
(6.625" x 10.375")



Department: \$364.56

#### Quarter Page

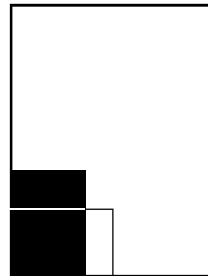
- 21 col. inches
- Horizontal  
4 col. x 5.25"  
(6.625" x 5.125")
  - Vertical  
3 col. x 7"  
(4.875" x 6.875")



Department: \$182.28

#### Eighth Page

- 10.5 col. inches
- Horizontal  
3 col. x 3.5"  
(4.875" x 3.375")
  - Vertical  
2 col. x 5.25"  
(3.25" x 5.125")



Department: \$91.16

Other size: \_\_\_\_\_ col x \_\_\_\_\_ in = \_\_\_\_\_ col-in x \$8.68/col-in = \$ \_\_\_\_\_ per ad  
 (see rate card for specifications)

### Production Information

The preferred method for submitting artwork and ad materials is electronically via e-mail or posted on our FTP site. **Hard copy of ad must be received by the advertising office.**

Sender's e-mail address: \_\_\_\_\_

Subject: \_\_\_\_\_

Check one of the following:

- PDF/tif/jpeg file to be e-mailed to **advertising@chronicle.duke.edu**
- Ad to be posted on FTP site
- Photos/artwork/logos/text e-mailed or attached; *The Chronicle* will create ad

### Proofs

**(One proof will be provided)**

- Send proof.
- Proof not needed.

### Color

Color charges are in addition to column inch space.

- |  |                  |
|--|------------------|
|  | min/max cost     |
| <input type="checkbox"/> Duke Blue plus black      | add 5% \$25/75   |
| <input type="checkbox"/> Spot color plus black     | add 10% \$50/110 |
| <input type="checkbox"/> Full color process (CMYK) | add 5% \$75/300  |

Method of Payment:  IR # \_\_\_\_\_  Check # \_\_\_\_\_  Visa  MC  AMEX  Discover

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
3 or 4-digits

Advertiser: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Office Use Only:  
 Ad Rep: \_\_\_\_\_  
 Ad #: \_\_\_\_\_