

Contact Name: _____
Contact Phone: _____
Contact Fax: _____

Business Name: _____
Address: _____

Decaturian

Millikin University
1184 W. Main St.
Decatur, IL 62522-2084

Contact phone: (618) 920-7631
E-mail: mrminton@mail.millikin.edu

URL: <http://www.millikin.edu/decaturian>

2007-2008 Advertising Contract

Advertisements are \$9.00 per column inch for ads which are camera ready (C.R.) or \$10.40 per column inch for ads which are designed by the *Decaturian* staff (N.D.). (Column inch = # of columns x inches down)

Ad Size

1 column (2.0 inches) x _____ inches
2 columns (4.0 inches) x _____ inches
3 columns (6.0 inches) x _____ inches
4 columns (8.0 inches) x _____ inches
5 columns (10.0 inches) x _____ inches (Full page ad is 5 columns x 15 inches)

Inserts are 20 cents an insert with a required minimum of 1,000 inserts.

of inserts _____ @ 20 cents/sheet = \$ _____

Pre-sized Ads	C.R.	N.D.
Full Page 5 columns x 15.2 in.	\$684.00	\$790.40
Half Page 5 columns x 7.5 in.	\$337.50	\$390.00
Quarter Page 2.5 columns x 7.5 in.	\$168.75	\$195.00
Eighth Page 2.5 columns x 3.75 in.	\$84.38	\$97.50
Sixteenth Page 2.5 columns x 1.875 in.	\$42.19	\$48.75

Issues to Run Advertisements:

Fall 2007

Sept. 12 Deadline Sept. 5 _____
Sept. 26 Deadline Sept. 19 _____
Oct. 10 Deadline Oct. 3 _____
Oct. 31 Deadline Oct. 24 _____
Nov. 14 Deadline Nov. 7 _____
Dec. 5 Deadline Nov. 28 _____

Spring 2008

Jan. 30 Deadline Jan. 23 _____
Feb. 13 Deadline Feb. 6 _____
Feb. 27 Deadline Feb. 20 _____
Mar. 12 Deadline Mar. 5 _____
Apr. 2 Deadline Mar. 26 _____
Apr. 16 Deadline Apr. 2 _____
Apr. 30 Deadline Apr. 23 _____

____ 10% discount for advertising in three or more issues in one semester.

____ 15% discount for advertising yearly.

____ 10% discount for Millikin student organizations.

Within four days of publication, an invoice and tearsheet will be mailed to your place of business. Payment is due within 30 days of the billing date unless otherwise arranged with the Advertising Manager. **ALL LATE**

PAYMENTS WILL BE ASSESSED A \$15 LATE FEE PER EACH 30-DAY PERIOD.

The Decaturian reserves the right to use all available resources to keep accounts current.

Thank you for your business.

Mike Minton, Ad Sales Manager

TOTAL \$ _____

Client Signature _____

Ad Sales Manager Signature _____

Date: _____

Date: _____