

Display Advertising Insertion Order - National 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")



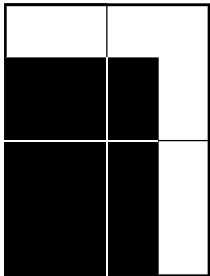
National: \$1501.92

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")

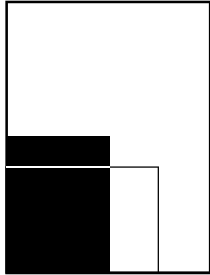


National: \$750.96

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")

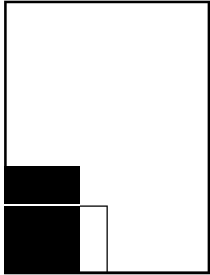


National: \$375.48

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")



National: \$187.76

Other size: _____ col x _____ in = _____ col-in x \$17.88/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: Visa MC AMEX Discover Check # _____ Bill PO/IO # _____

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

Office Use Only:

Ad Rep: _____

Ad #: _____

Advertiser: _____ Name on Card: _____