

The Oredigger

Colorado School of Mines' Student Newspaper

2016-2017 MEDIA KIT



COLORADOSCHOOLOFMINES
EARTH ● ENERGY ● ENVIRONMENT



Dear Future Advertiser,

As the Advertising Manager for The Oredigger, I am responsible for making the advertising process straightforward and dependable.

I am here to offer your organization an affordable advertising plan that will increase your positive exposure. The Oredigger's staff is thoroughly committed to producing first-rate print and web media. We strive for the highest levels of design and journalistic quality.

To begin the advertising process with the Oredigger, please fill out the enclosed advertising contract and send it to us via electronic mail and we will take care of the rest.

If you have any questions, please feel free to contact me. I look forward to working with you.

Sincerely,

Katharyn Peterman & Alex Sutton

Editor-in-Chief

Business Manager

Contact Information:

Katharyn Peterman

713-876-7064

Alex Sutton

937-831-6543

Email: orediggerads@gmail.com

General Information about *The Oredigger*

- ▶ We have represented the student body at Mines since 1920
- ▶ Our campus has 4,500 students enrolled
- ▶ Our school is solely a STEM school. Each student attending is interested in pursuing a career in engineering, mathematics or the sciences. This allows for a very unique audience to advertise to.
- ▶ Our readership includes: undergraduate students, graduate students, doctoral candidates, faculty, and local Golden residents
- ▶ Our online presence is growing! Check out our Facebook or www.oredigger.net
- ▶ We print 1,500 issues biweekly.



Advertising Information

# Issues	Full Page (10.5" x 15.5")	Half Page (10" x 7.75" or 6" x 15.125")	1/4 Page (4" x 10" or 6" x 6.75")	1/8 Page (4" x 5" or 6" x 3.33")
Open Rate	\$300	\$150	\$80	\$40
3 Issues	\$900	\$450	\$240	\$120
6 Issues (Discount Rate!)	\$1200	\$600	\$320	\$160
9 Issues	\$1500	\$750	\$400	\$200
12 Issues (Full Academic Year)	\$1800	\$900	\$480	\$240

- All ads will be printed in **color**.
- Inserts are also an option. Each insert will be priced on an individual basis. Please contact us for more information.



Print Schedule for Academic Year 2016-2017

First Semester

1. **August 15, 2016** (Freshman Special Edition)
 2. **September 19, 2016**
 3. **October 3, 2016**
 4. **October 17, 2016**
 5. **November 7, 2016** (Election Special Edition)
 6. **December 5, 2016** (Last Issue for First Semester)
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Second Semester

1. **January 23, 2016**
2. **February 6, 2016**
3. **February 23, 2016**
4. **March 6, 2016**
5. **March 20, 2016**
6. **April 10, 2016**
7. **April 24, 2016** (Last Issue for Second Semester)

****All dates are tentative and subject to change. The Editorial Board will do their best to keep all advertisers aware of any changes.***

THE OREDIGGER ADVERTISING CONTRACT

Valid August 2016 through May 2017

BILLING ADDRESS:

COMPANY: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

MAILING ADDRESS (if different from above):

COMPANY: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____

FAX: _____

EMAIL: _____

TEAR SHEET WITH INVOICE: YES NO

NO. OF NEWSPAPER COPIES WITH INVOICE: 1 2 3 4 5 Other: _____

DELIVERY FORMAT OF AD:

EMAIL

POSTAL MAIL

Print Advertisement Specifications:

Please circle your desired print date(s) and write in what size ad you would like. If you have additional information we should know, please write it in the blank space below.

Issue	Date	Size (please write in)
1	August 15, 2016	
2	September 19, 2016	
3	October 3, 2016	
4	October 17, 2016	
5	November 7, 2016	
6	December 5, 2016	
7	January 23, 2017	
8	February 6, 2017	
9	February 23, 2017	
10	March 6, 2017	
11	March 20, 2016	
12	April 10, 2016	
13	April 24, 2016	

Additional Comments:

ADVERTISEMENT AGREEMENT: TERMS AND CONDITIONS

1. PUBLICATION

1.1. Material

1.1.1. *The Oredigger* agrees to publish the client's material as scheduled in this contract, and to provide proof of publication to the client, at which point final payment will be due. In return, the client agrees to deliver properly sized advertising material in advance of the publication date, as laid out in the publication schedule, in one of the following forms:

- PDF version 8 and lower, with security turned off
- High-quality picture files: PNG, JPEG, GIF
- Adobe PageMaker version CS4 and lower
- Adobe PhotoShop version CS4 and lower
- Adobe Illustrator version CS4 and lower
- MS Word with standard fonts
- MS Publisher with standard fonts

1.1.2. The client acknowledges that Macintosh formatted zip disks and floppies, and QuarkXPress documents are not accepted, and will not be considered delivery of materials.

1.1.3. The client agrees to pay a \$25.00 processing fee if hardcopy material is delivered in absence of a previously mentioned electronic format, and acknowledges that reproduction quality of hardcopy material cannot be guaranteed.

1.1.4. "Properly sized material" will consist of material that has been fitted to have the same proportions as the scheduled space (relative w x h).

1.1.5. In the event that material does not have proper proportions, *The Oredigger* staff will resize the material to fit the scheduled space, in which case the client relieves *The Oredigger* of liability for reproduction quality.

1.2. Commencement: *The Oredigger* staff will commence publication of scheduled material upon receipt of initial material and 10% of the contract value. Certain businesses may be exempt; speak with your *Oredigger* representative for details.

1.3. In the event that material for a scheduled publication is not received by 5 p.m. on the material due date, *The Oredigger* staff will substitute the most recent, properly sized material if available. If no prior material is available, the space reservation will become forfeit for that issue, and the client will be charged for the space.

1.4. If publication proofs are desired, the material must be received one week prior to the material due date to allow for placement. Proofs will be placed on blank pages, will not include surrounding text, and will only be available to clients in pdf format; paper proofs are not available.

2. DESIGN

The client may opt to have an Oredigger representative design and maintain advertising material. (Maintenance of material, following delivery of the initial material may also be scheduled.) If so:

2.1. The client must deliver specifications, along with this agreement, one week in advance of the material due date.

2.2. The client agrees to provide a contact for material approval. The client may waive approval, negating 2.2.1 thru 2.2.3.

2.2.1. *The Oredigger* will deliver draft material via email to the client, 2 days prior to the material due date.

2.2.2. The client agrees to return the draft, with notice of any desired changes, to *The Oredigger* by 5 p.m. MST, one day prior to the material due date in the publication schedule.

2.2.3. The final draft of initial material, as it will be printed, will be sent to the client by 5 p.m. MST on the material due date listed in the publication schedule; *The Oredigger* is under no obligation to further alter said material after the final draft is sent.

2.3. Following any initial material, notice of changes or adjustments to the material for future issues must be delivered to *The Oredigger* one day prior to the material due date listed in the publication schedule.

2.4. If changes are not received, the material will be altered solely to fit in the allotted space for each issue.

2.5. *The Oredigger* agrees to maintain the confidentiality of any trademarks, slogans, logos, and any further information received from the client for the advertising material. The client must contact the Office of Academic Affairs to license this material; *The Oredigger* does not accept this duty.

2.6. All school logos, trademarks, and slogans are subject to licensing fees and must be leased through the trademark agency.

3. PAYMENT

3.1. Following each printing, *The Oredigger* will deliver an invoice for payment per printing within 30 days of publication of the material specific to each invoice.

3.2. If payment has not been received within 30 days from the invoice date and prior arrangements have not been made, *The Oredigger* will be relieved of any further obligation to print material scheduled in this agreement. After the 30 day delinquency period, *The Oredigger* reserves the right to print further scheduled material without invalidating the former clause.

3.3. All payments need to be made, via check or cash, to “The Oredigger.”

3.4. After 30 days of non-payment from the due date listed on the invoice, a 10% penalty fee will be assessed on the open invoice for each subsequent 10-day period; interest will be compounded every ten days until payment is received. If payment is received before the end of a ten-day period, *The Oredigger* will charge interest at the rate of 1% per day for that period.

4. CANCELLATION

4.1. The client may cancel further publication of material upon 30 days notice to *The Oredigger*. The agreement will then apply for all scheduled publications within 30 days of receipt of cancellation notice by *The Oredigger*. If cancellation is not received within this time period, *The Oredigger* reserves the right to bill the client for ad space scheduled within 30 days.

4.2. *The Oredigger* agrees to send confirmation to the client within 2 business days if notice of cancellation is received.

5-8. ADDITIONAL TERMS

5. Advertisement positions may be requested, but are granted on a first come, first serve basis.

6. With a signed agreement, *The Oredigger* will rerun the initial material, or the most recent material unless notified to change it. Notification may be delivered prior to each publication, or within the agreement.

7. *The Oredigger* reserves the right to reject material for content portraying explicit nudity, profanity, discrimination, or material that is otherwise determined inappropriate. In the event that material is rejected, *The Oredigger* will deliver notice of such rejection to the client at first available opportunity and allow all reasonable opportunity for the discrepancies to be rectified.

8. This agreement shall take effect upon receipt by *The Oredigger*.

I, _____, have read the terms and conditions of this contract and understand that I am obligated to such terms and conditions as this is a legal binding document, between myself, acting on behalf of my organization, and *The Oredigger*.

Client Signature _____ Date _____

**Please send this completed contract, with a cover sheet, via email to orediggerads@gmail.com.