



*Voice of the World's Foremost Mining School*

# The Oredigger

COLORADO SCHOOL OF MINES

## **100th Volume**

## **Advertising Information**

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

Sincerely,

Shannon Keohane  
Advertising Manager

Contact Information:

Shannon Keohane, (704) 778-2015

Email: [orediggerads@gmail.com](mailto:orediggerads@gmail.com)

## General Information about The Oredigger

- We have represented the student body as the Student Voice at Mines since 1920. We're entering our 100th consecutive year of publication.
- Mines has roughly 4,700 undergraduate and 1,500 graduate students in a close-knit campus community.
- Our school is STEM-focused, which allows for unique perspectives on Golden's newsworthy issues. We're a campus full of curious scientists, and hope to pursue careers as the next generation of innovators.
- Our readership includes undergraduate students, graduate students, doctoral candidates, faculty, and local Golden residents.
- Our online presence is growing. Check out our Facebook, Instagram, Twitter or [oredigger.net](http://oredigger.net).
- We print 1,000 issues approximately biweekly (see printing schedule) and distribute them around campus. Pick up a copy every other Tuesday.

## Advertising Information

Open Rate	Single Issue	3 Issues	6 Issues (Semester)	9 Issues	12 Issues (Academic Year)
Full Page 9.5" x 12.5"	\$625.00	\$900.00	\$1,200.00	\$1,500.00	\$1,800.00
Half Page 9.5" x 6.75"	\$340.00	\$450.00	\$600.00	\$750.00	\$900.00
Quarter Page 4.75 x 6.75"	\$180.00	\$240.00	\$320.00	\$400.00	\$480.00
Ribbon 9.5" x 2"	\$135.00	\$180.00	\$240.00	\$300.00	\$360.00
Business Card 3.5" x 2"	\$90.00	\$120.00	\$160.00	\$200.00	\$240.00

- 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 2019-2020

### Fall 2019

1. Sept. 16 (Freshman Field Guide to Campus)
2. Oct. 7
3. Oct. 21 (Homecoming Issue)
4. Nov. 4 (Family weekend Issue)
5. Nov. 18
6. Dec. 2 (Last Fall Issue)

### Spring 2020

1. Jan. 27
2. Feb. 10
3. Mar. 2
4. Mar. 16 (Pre spring break issue)
5. Apr. 6 (Satire issue, highest readership and engagement)
6. Apr. 27 (E-Days, Last Spring Issue)

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

Materials will be due three days before each specified publish date.

## 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 CS6 and lower
- Adobe PhotoShop version CS6 and lower
- Adobe Illustrator version CS6 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 hard copy material is delivered in absence of a previously mentioned electronic format, and acknowledges that reproduction quality of hard copy 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

2.1 The client is responsible for all design work of advertisements submitted to *The Oredigger*.

2.2. 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.

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

2.4. The Oredigger will respect the intellectual property rights in and to any trademarks, slogans or logos received from the client for the advertising material.

2.5. Client acknowledges that all school logos, trademarks, and slogans of *The Oredigger* or Mines are owned by Mines and that this agreement confers no license or rights by implication, estoppel, or otherwise in or to any intellectual property of Mines.

## 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.

3.5 Private students and campus organizations will receive a 50% discount on all ad prices.

#### 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*.

<b>Requested Advertisement Specifications</b>	
Advertisement Size	_____
Advertisement to Publish in _____ Issues.	
Total Price	_____

X \_\_\_\_\_  
Client Signature

X \_\_\_\_\_  
Date

\*\*Please send this completed contract, with a cover sheet, via email to [orediggerads@gmail.com](mailto:orediggerads@gmail.com).