



# ADVERTISING RATES 2010/2011

# THE PENDULUM

CHELSEA O'HANLON  
BUSINESS MANAGER  
(410) 507-9158

OHANLONPENDULUM@GMAIL.COM

E.J. YOUNG  
ASSISTANT BUSINESS MANAGER  
(302) 438-5915

YOUNGPENDULUM@GMAIL.COM

**FOR ADVERTISING INQUIRIES, PLEASE CONTACT CHELSEA OR E.J.**

LOCATED AT  
130 N. WILLIAMSON AVE.  
ELON, NORTH CAROLINA 27244

MAILING ADDRESS  
7012 CAMPUS BOX  
ELON UNIVERSITY  
ELON, NORTH CAROLINA 27244

PHONE 336.278.7247  
FAX 336.278.7426  
PENDULUM@ELON.EDU  
WWW.ELON.EDU/PENDULUM

# WHO WE ARE

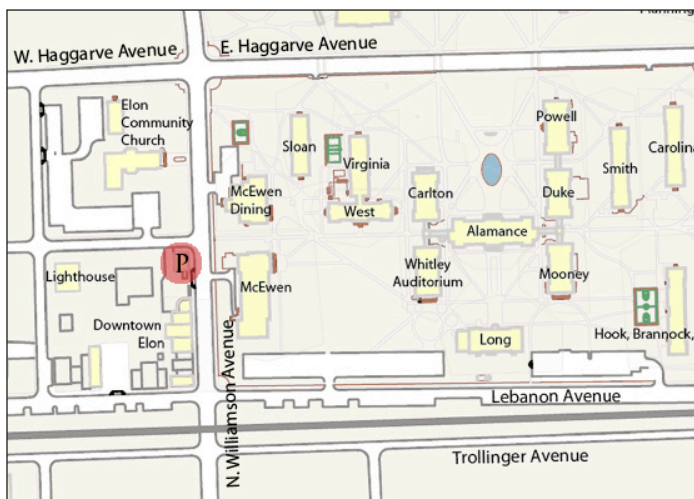
The Pendulum is a tabloid newspaper published weekly by Elon students. Our readership of more than 10,000 includes Elon's undergraduate and graduate students, faculty, staff administrators, Elon's School of Law, parents and members of the surrounding communities. All of our content is also available on our Web site, [www.elon.edu/pendulum](http://www.elon.edu/pendulum).

# OUR AWARDS

The Pendulum is continuously ranked one of the top student newspapers on both state and national levels. In 2009, The Pendulum won the Associated Collegiate Press' prestigious Pacemaker Award for a non-daily student newspaper, which is recognized as the highest honor any student paper can receive in the nation. It was also named the Elon University Organization of the Year for 30+ Members and also placed first in the ACP's Best of Show competition for a four-year, non-daily newspaper.

# OFFICE DIRECTIONS

The Pendulum is located across from the Elon University School of Communications, at 130 N. Williamson Ave., next to The Acorn coffee shop.



# WHAT WE DO

Elon's only student newspaper is distributed every Wednesday to more than 15 high-traffic areas on campus and to the Elon School of Law, as well as several prominent locations in the Town of Elon. Papers are then redistributed throughout the week as necessary. The Pendulum has a weekly circulation of 2,500.

# ADVERTISING REVENUES

All advertising revenue collected through The Pendulum directly benefits all of Elon's student media, including the student newspaper, the radio station, the yearbook, the literary magazine and the TV station. A campus Media Board helps dictate each organization's budget. Through these experiences, the revenue helps provide professional development, leadership experience and learning opportunities to a diverse array of students on Elon University's campus.

# ADVERTISING POLICIES

The Pendulum will not print unethical, misleading or offensive advertising. The Pendulum will not knowingly accept advertising that discriminates on the basis of sex, age, religion, race, national origin or physical disability. Advertisements for product, services or promotions that are illegal in the state of North Carolina will also be rejected. The Pendulum reserves the right to edit, cancel or decline advertising. If an advertisement is declined or canceled, all material and/or payment will be returned to the client. For more information regarding acceptable advertising format and content, please see the acceptability portion of The Pendulum Rate Card listed on page five.

# PUBLICATION SCHEDULE 2010/2011

## january

s	m	t	w	t	f	s
						1 2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## february

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

## march

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## april

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## may

s	m	t	w	t	f	s
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## june

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## july

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## august

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## september

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## october

	t	w	t	f	s
					1 2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29	30		
31					

## november

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## december

s	m	t	w	t	f	s
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

# PRINT ADVERTISING

SIZE	1/8 page	1/4 page	1/2 page	full page
<b>DIMENSIONS</b> WIDTH x HEIGHT (INCHES)	4.6" x 3.7"	4.6" x 7.575"	9.25" x 7.575"	9.25" x 15.2"
<b>BLACK &amp; WHITE</b>	\$125.00	\$190.00	\$310.00	\$520.00
<b>COLOR</b>	\$200.00	\$280.00	\$415.00	\$640.00

## PRE-PRINTED INSERTS

- 2,500 small inserts (no larger than 5.5" x 6.75") **\$250**
- 2,500 large inserts (no larger than 11" x 13.5") **\$300**

A copy of the desired insert must be received by the Business Manager no later than one week prior to the scheduled run date for the inserts to be approved. Inserts more than one page will be charged the insert fee for both pages. Ship inserts to:

THE PENDULUM, C/O STONE PRINTING AND GRAPHICS, LLC  
2309 DUNMORE COURT, HIGH POINT, N.C. 27263

## DISCOUNT RATES

Contracts for three or more advertisements receive a 10-percent frequency discount. Only **one** discount may be applied to each advertisement being run.

- **Students will receive 35 percent off**
- **Recognized campus organizations will receive 15 percent off**
- **Alumni will receive 20 percent off**
- **Recognized non-profit organizations will receive 15 percent off**

# ACCEPTABILITY

## ACCEPTABLE FORMATS

The Pendulum will only accept **print-ready** ads in the following formats: .TIFF, .PSD, .PDF and .JPG.

Advertisements should be created to the actual dimensions listed in the Rate Card and be at a resolution no lower than 300 dpi. Advertisements not sized accordingly may appear squashed or stretched. Submitting ads at least one week in advance should ensure that ads are run with the correct print quality and The Pendulum can notify clients whose ads need quality revision.

**The Pendulum is not responsible for the print quality of any submitted ads if they fail to meet these standards.**

## ACCEPTABLE CONTENT

The Pendulum offers free ad design and assistance services to all clients. Deadline for ad design request is one week prior to insertion. Ad proofs will be sent out the Friday prior to the publication date. **Only two sets of revisions will be made after the ad is designed. Ad design requests submitted less than one week prior to insertion are only allowed one set of revisions after the ad is designed.** If no approval is received once the proof has been sent out, the client is still responsible for payment of the ad. Clients who have not received proofs by the **Sunday** before publication should contact a member of the business staff for clarification on their advertisement.

**Contract advertisers may make specific placement requests on available space at a 15-percent premium.**

## DEADLINE SCHEDULE

SUN	MON	TUE	WED	THU	FRI	SAT
			Free design assistance must be requested		Make ad-space reservation; design proofs distributed	
Client approves finished version for publication	Print-ready submission submitted by 5 p.m.		Your ad is published in The Pendulum			

# CONTRACTS

## CONTRACT POLICIES & PAYMENT

Contract accounts will be invoiced and billed weekly. Payment should be made within **10 days** of the advertisement running. Payment can be paid by check mailed to the Campus Box address listed on the front page or can be paid online with a credit or debit card. Clients paying by credit or debit cards must notify the business staff before the ad is published. Invoices will be mailed to those paying by check and e-mailed to those paying by credit or debit card. Contract accounts will receive a maximum of three tear sheets for each publication the advertisements is run in.

One-time advertisements do not require contracts. Pre-payment is required no later than 5 p.m. on the Friday prior to insertion. No advertisement will be placed until the payment has been received. Tear sheets are not distributed for non-contractual advertisers.

An error adjustment procedure will take place in the event that a make good or credit adjustment needs to be made for the portion of the ad in error. It is the responsibility of the advertiser to notify The Pendulum for errors of significance. The Pendulum will be responsible for the first-run errors only. The limit of the liability will be the total cost of the ad in which the errors occurs. No allowance will be made for errors that do not materially affect the value of the advertisement.

## CAMPUS ORGANIZATIONS

The same policies for both non-contract and contract accounts apply. A transfer of funds is made by The Pendulum once all advertisements in a contract have run. The organization must supply The Pendulum with the appropriate account number prior to any advertisements being run.

## CONTRACT CANCELLATION

Contracts may be canceled at any time. Contracts that are canceled prior to all the advertisements being run (agreed per the contract attached), will be subject to a 35-percent cancellation fee for the total amount of the canceled advertising.

### PUBLISHER'S CLAUSE

By issuance of this rate card, the publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in The Pendulum, and by their tendering such insertion order the advertiser or agency shall indemnify and hold the publisher, its employees, agents, and its subcontractors free and harmless from any expenses, damages, and costs resulting in any way from the publisher's compliance with the insertion order (including, but not by way of limitation, from claims or libel, invasion of privacy, copyright infringement or otherwise). Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication, or circulation of any issue for any reason. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges, which may have been paid to it or, as its option, to publish the tendered advertising in the next available issue.

# ADVERTISING CONTRACT

**NAME**  
POINT OF CONTACT

**PHONE**

**NAME**  
MANAGER/OWNER

**PHONE**

**ADDRESS**

**E-MAIL**

**ACCOUNT No.**  
CAMPUS ORGANIZATIONS ONLY

**OTHER NOTES**

DATE/FREQUENCY TO RUN	SIZE/BLACK & WHITE or COLOR	DISCOUNTS APPLIED	SUBTOTAL
<b>TOTAL</b>			

CONTRACTS MAY BE CANCELED AT ANY TIME. CONTRACTS CANCELED PRIOR TO ALL THE ADVERTISEMENTS BEING RUN (AGREED PER THE ATTACHED CONTRACT), WILL BE SUBJECT TO A 35-PERCENT CANCELLATION FEE FOR THE TOTAL AMOUNT OF THE CANCELED ADVERTISING.

**BUSINESS STAFF MEMBER**

**DATE**

**CLIENT**