

## Advertising Information Kit

### Contact Information

Paul M. Krsiak, *Advertising Manager*  
Dana Owen, *Editor in Chief*  
Douglas Manners, *Co-Managing Editor*  
Lisa Odierno, *Co-Managing Editor*  
Meredith Richardson, *Business Manager*

### Email Addresses/website

Website: [www.quchronicle.com](http://www.quchronicle.com)

Questions relating to Advertising and ad submissions: [chronicle.advertising@gmail.com](mailto:chronicle.advertising@gmail.com)

General paper questions: [quchronicle@gmail.com](mailto:quchronicle@gmail.com)

### Mailing Address

*The Chronicle*  
Quinnipiac University  
QU Box #10  
275 Mount Carmel Avenue  
Hamden, CT 06518

### Phone/Fax Numbers

Phone: (203) 582-8358

Fax: (203) 582-3697

### The hard facts...

<i>Name of Publication:</i>	The Chronicle
<i>Affiliation:</i>	Quinnipiac University, Hamden, CT
<i>Target Audience:</i>	Undergraduate and Graduate College Students, Faculty, Staff, Alumni, and Parents
<i>Circulation:</i>	2,500 Copies; 10,000 web hits a week
<i>Size:</i>	Tabloid, 16 Pages
<i>Frequency:</i>	Weekly (Wednesdays)
<i>Web Site:</i>	<a href="http://www.quchronicle.com">www.quchronicle.com</a>

## Publication schedule

24 Total Issues

2006-2007 academic year			
Fall Semester		Spring Semester	
<i>September</i>	6, 13, 20, 27	<i>January</i>	31
<i>October</i>	4, 11, 18, 25	<i>February</i>	7, 14, 21, 28
<i>November</i>	1,8,15, 22	<i>March</i>	7, 28
<i>December</i>	6	<i>April</i>	4, 11, 18, 25

*Please note issues are not produced during Thanksgiving Break, Winter Recess, and Spring Breaks.*

## Submission Procedure

**\*\* Please read our submission guidelines at the end of this info kit before submission!**

To send advertisements for your business or organization please follow these steps:

1. Ensure you have a high-quality ad to send us; a high resolution image/PDF will allow us to give you the highest print quality.
  - *Please remember that we cannot produce a high quality ad without having a high quality image or PDF to work with*
  - *PDF (Adobe Acrobat Files) and jpeg/bmp/gif files are all the only file types accepted for submission. Please remember that picture files must be above “web standard” resolution of 72dpi - we prefer 150dpi and higher.*
  - *Microsoft Word/Publisher files are very hard to import as a graphic ad; please refrain from sending us an image created in this format.*
2. Submit your ad to [chronicle.advertising@gmail.com](mailto:chronicle.advertising@gmail.com) by Thursday 11am before the week you want the ad to run. For example you would like the ad to run 11/8, ad must be in by 11/2 at 11am. *In your email please include the following:*
  - *Ad size you would like (full page, 1/2 page, etc)*
  - *How often you would like the ad to run, including specific dates*
  - *Billing Address*
  - *Any other special instructions with your ad*

If you do not have email access, then please send it via mail to our address listed in this kit. Fax submissions are not acceptable. Please also include the ad size, run dates, billing address and any other specific instructions for the ad.

If you would like us to create an advertisement for you, please email/fax/mail us the specific information and we will get into contact with you. Please be aware there is a fee associated with this service, detailed in our costs section below.

## Ad Rates, Associated Fees & Discounts

<b>EASY SIZE REFERENCE PRICING</b>	
PER ISSUE PER AD (Width x Height) In inches	
FULL PAGE (10X16) = \$700	LARGE CLASSIFIED SIZE (2X2) = \$20
1/2 PAGE (10X8) = \$350	<i>No graphics allowed in classifieds</i>
1/4 PAGE (6X8 OR 10X3.5) = \$190	SMALL CLASSIFIED SIZE (1X2) = \$10
1/8 PAGE (4X4) = \$90	<i>No graphics allowed in classifieds</i>
<i>If the size of the ad is larger than a size we have listed here, it is \$50 extra per each inch in each direction of the ad</i>	

<b>AD OPTIONS</b>	
<b>COLOR</b> No additional charge	<b>LAYOUT CHARGE</b> 10% of ad cost <i>Need us to create an ad for you? We'll set it up for you, send you the proof before it's put in, and the final file after</i>

<b>DISCOUNTS</b>	
<b>COMMITMENT DISCOUNT</b> 5% off each ad for 2 issues 10% off each ad for 3-5 issues 15% off each ad for 6-8 issues 20% off each ad for 8+ issues <i>Note discounts are per insertion order</i>	<b>PRE-PAY DISCOUNT</b> 15% off each ad for each issue <i>Must commit to more than one ad over time</i>

## Billing

Please make all checks payable to *The Chronicle*. Please send all checks to address the address located in this advertising kit above. Please make all payments within 30 days. Organizations and individuals who do not pay within 30 days are subject to a 4% late fee and possible submission restrictions in the future.

## Submission Requirements

We reserve the right to refuse any advertisement. Is up to the discretion of the Advertising Manager, editors, advisors and Quinnipiac University officials to prevent certain advertisements from being submitted to the Chronicle. Examples include, but are not limited to:

- Ads which do not follow Quinnipiac University's mission, values and goals
- Alcohol or drug advertisements
- Ads for other institutions of learning, including gradate and community colleges
- Ads which are derogatory in nature or make statements based upon race, religion, etc.
- Ads which could potentially cause a negative public opinion or sentiment