



# The Rider News

2083 Lawrenceville Road, Lawrenceville, NJ 08648  
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## Advertising Contract

2007-2008

*Reach 3,500 young, educated consumers on 22 Fridays of the academic year*

*The Rider News*, the student newspaper of Rider University, is a weekly tabloid-format publication with a circulation of 3,500. *The Rider News* is available to students, faculty and staff on both the Lawrenceville and Princeton (Westminster Choir College) campuses on 22 Fridays during the academic year. The standard advertising rate per issue is \$15 per column inch for Off-Campus advertisers, and \$10 per column inch for On-Campus advertisers. Advertisers must sign below and follow the guidelines outlined in the advertising policy.

Rider News Staff Member \_\_\_\_\_ Date \_\_\_\_\_

Advertiser \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Date(s) of Insertion: \_\_\_\_\_

Ad Size \_\_\_\_\_ Rate Per Insertion \_\_\_\_\_ No. of Insertions \_\_\_\_\_

Total Cost for All Insertions Before Discount \_\_\_\_\_

Discount Rates:  4 issues = 5%       8 issues = 8%       11 issues = 10%

Total Cost for All Insertions: \_\_\_\_\_

Brief description or wording of ad content (full content may be attached):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Advertiser Contact Person: Please Sign)