



The Rider News

2083 Lawrenceville Road, Lawrenceville, NJ 08648
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Advertising Contract

2009-2010

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

Advertisers must sign below and follow the guidelines outlined in the advertising policy.

Rider News staff member _____ Date _____

Advertiser (company or organization) _____

Contact person _____

Address _____

City _____ State _____ Zip _____

Phone Number _____ Fax _____ Email _____

Title or headline of ad _____

Black and white _____ Process color _____ Spot color _____

Off-campus rate _____ On-campus rate _____ Alumni rate _____

Date(s) of insertion: _____

Ad size _____ Rate per insertion _____ No. of insertions _____

Total cost for all insertions before frequency discount _____

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

Net Cost for All Insertions: _____

Advertisers are billed upon publication, and payment is due within 30 days of the invoice date.

Format submitted: PDF (preferred) _____ Camera-ready _____ Text only _____
Other _____

(Advertiser Contact Person: Please Sign)