

CLASSIFIEDS Submission Form • The Daily Northwestern

SEP-DEC 2017

• Ads must be paid in advance

Make check payable to **Students Publishing Company**

MAIL TO: Students Publishing Co.

1999 Campus Drive, Evanston, IL 60208

PAY IN PERSON: The Daily Ad Office, 3rd Floor of Norris

FAX TO: **847-491-9905** PHONE: **847-491-7206**

E-MAIL: spc-compshop@northwestern.edu

OR COMPLETE THIS BOX TO PAY with CREDIT CARD (Visa or MasterCard):

Visa/MC # _____ Exp. Date _____

Signature (required) _____ Amount to be charged _____

Please Print Name _____

FOR OFFICE USE

R# _____

Clerk _____

PLEASE PRINT ALL INFORMATION CLEARLY.

Today's Date: _____

• **CIRCLE AD CLASSIFICATION:** Help Wanted For Rent For Sale Services Other _____

• **PRINT YOUR AD IN THE GRID BELOW.** (For clarity, you may attach a printed sheet with your text.)
 Allow one space for EACH letter, number, word space and punctuation mark. **Do not** exceed permitted number of characters per line. If you want ALL CAPITAL LETTERS, then STOP printing at FIRST LINE: **A**=27 characters. Otherwise, you may fill the grid to the end: **B**=35 characters. (Numbers count as caps)

Check box if line is to be all caps

	A	B
<input type="checkbox"/>		
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<input type="checkbox"/>		

Advertiser's Name _____

Address _____

City _____ State _____ ZIP Code _____

Daytime PHONE _____ Placed by (name) _____

EMAIL address _____

RATES FOR LINE CLASSIFIEDS (PER DAY):

\$5.00 per line Minimum 2 lines	\$4.00 per line Ad must run unchanged for 5 or more consecutive days. NO REFUNDS FOR CANCELLATIONS	\$1.00 to ALSO run ONLINE Must run in print on same day
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COST PER LINE	\$ _____
NUMBER OF LINES in ad	X _____
Equals cost PER DAY	= \$ _____
NUMBER OF DAYS ad is to run	X _____
Print publication TOTAL	= \$ _____
ONLINE: Add \$1/ day	+ \$ _____
• TOTAL AMOUNT DUE	= \$ _____

DEADLINES AND TERMS Rates effective through July 2018. **NO REFUNDS FOR CANCELLATIONS**

- A) Deadline for Classifieds is 4 pm two business days prior to day of publication. Current publishing schedule at right.
- B) Insertion of Classified Ad is subject to the approval of the Business Manager. Help Wanted advertisers must be Equal Opportunity Employers and identify the company in the ad. Housing advertisers must be non-discriminatory.
- C) **All Classifieds require payment in advance.** Add \$1.00 / day to ALSO RUN ONLINE – must run in print on same day.
- D) **NO REFUNDS** except for publishing error. Read your ad carefully when it appears in The Daily and notify us of any errors IMMEDIATELY. We will not give credit for more than 1 day's incorrect insertion.
- E) Tearsheets are provided for first run date only.

• **CIRCLE DAYS YOUR AD IS TO RUN** Fall schedule:

SEPTEMBER 2017	OCTOBER 2017	NOVEMBER 2017
M T W Th F	M T W Th F	M T W Th F
18 19 20 21 22	2 3 4 5 6	1 2 3
25 26 27 28 29	9 10 11 12 13	6 7 8 9 10
	16 17 18 19 20	13 14 15 16 17
	23 24 25 26 27	20 21
	30 31	

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FOR OFFICE USE
 R# _____
 Clerk _____

PLEASE PRINT ALL INFORMATION CLEARLY.

Today's Date: _____

• PRINT AD TEXT IN CORRECT SIZE BOX BELOW. (These are slightly larger than actual printed size.)
 All Display Classifieds are one column wide (1.65"). No logos, artwork or special fonts accepted.
 Bold type may be indicated. For clarity, you may attach a printed sheet with your text.
 For more impact, run your ad in REVERSE (black box with white type) for an extra \$1.00 per day.

Advertiser's Name _____

Address _____

City _____ State _____ ZIP Code _____

Daytime PHONE _____ Placed by (name) _____

EMAIL address _____

Size A – \$15.00
 (1 inch deep)

Size B – \$20.00
 (2 inches deep)

Size C – \$25.00
 (3 inches deep)

• RATES FOR DISPLAY CLASSIFIEDS:

Size A \$15.00 per day	Size B \$20.00 per day	Size C \$25.00 per day	Reverse \$1.00 per day	Online \$1.00 / day Must run in print on same day:
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COST PER DAY (\$15, \$20 OR \$25)	\$ _____
NUMBER OF DAYS ad is to run	X _____
TOTAL	= \$ _____
REVERSE (black box / white type): Add \$1/day	+ _____
Print publication TOTAL	= \$ _____
ONLINE: Add \$1 / day	+ \$ _____
• TOTAL AMOUNT DUE	= \$ _____

DEADLINES AND TERMS

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