PIPE DREAM DISPLAY AD FORM - Fall **2023**

CONTACT & BILLING INFORMATION:

Company: ....

Mailing Address: ....

....

....

Representative: ....

Email: ....

Phone: ....

Fax: ....

FREQUENCY DISCOUNT:

3 - 5 issues	10%
6 - 9 issues	15%
10 - 13 issues	20%

COLOR:
Pipe Dream will run your ad in eye-catching, full-color print for the low cost of an additional **$200 per issue.**

NEED AN AD DESIGN?
Pipe Dream's team of professional, talented designers will work with you to create an effective design for your advertisement for **HALF the rate of one additional ad of the size you choose.**

E.g. cost of Vertical Eighth ($130) / 2 = $65 design fee

ALREADY HAVE A DESIGN?
If you're submitting an ad design, please ensure that it follows Pipe Dream's TECHNICAL GUIDELINES:

Ads must be **exact dimensions** and have **resolution of at least 300 ppi.** Color ads must be **CMYK** and B&W ads must be **grayscale**. Ads with **non-white backgrounds** preferred. Accepted file types: **PDF, JPEG, PNG.**

PAYMENT OPTIONS:
Cash or check (to "Student Association at Binghamton University Account #4270")

AD RATES (per issue):

STANDARD SIZES:

		Circle one:
1. Business Card	3.65 x 2"	$35
2. Standard	3.65 x 3.175"	$65
3. Vertical twelfth	3.65 x 4.82"	$85
4. Vertical eighth	5.54 x 4.82"	$130
5. Horiz. eighth (banner)	11.21 x 2.32"	$130
6. Vertical quarter	5.54 x 9.66"	$200
7. Horizontal quarter	11.21 x 4.77"	$200
8. Half page	11.21 x 9.66"	$370
9. Full page	11.21 x 19.75"	$660

DELUXE SIZES:*

10. Front-page banner	11.21 x 2.32"	$430
11. Back full page	11.21 x 19.75"	$860
12. Center spread	23.05 x 19.75"	$1200

*Deluxe sizes subject to availability. Custom sizes available upon request.

AD RATE:	$
+ COLOR ($200):	+$
AD COST (ad rate + color):	$
x _____ **ISSUES** (circle dates on calendar, at right) =	$
− **DISCOUNT** (___%):	−$
+ **DESIGN FEE** (half rate of 1 ad before color):	+$
TOTAL:	$

ADVERTISING POLICY:

Pipe Dream (PD) reserves the right to reject ads for any reason. An ad is not considered accepted until it is actually published. Proof of claims made in ads must be provided upon request. It is the advertiser's responsibility to submit digital artwork that meets the Technical Guidelines before the placement deadline. PD cannot guarantee the quality of ads that fail to meet the Technical Guidelines. The advertiser agrees that ads will be placed and charged for the full length of the contract. Cancellations or changes cannot be accepted after the first placement deadline of the contract. Prepayment is required for new customers until good credit is established with PD. Payment for credit customers is due by the date listed on the invoice, typically 15 days after the initial run date of the contract. Overdue accounts may be assessed a fee of up to 20% of the overdue balance. Accounts unpaid after 60 days will be sent to a collection agency. Make-goods will be made for errors by PD that materially affect the value of the ad. It is the advertiser's responsibility to provide proof of error to PD.

Signature: ....   Date: ....

DEADLINES:
Our placement deadline is 5 p.m., two business days prior to the print date.

*Allow an additional five business days for ads requiring design services.

PRINT DATES:

Shown in **bold**. Please circle the dates on which you would like your advertisements to be run.

AUGUST/SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
21	*22	23	24	25	26	27
28	29	30	31	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

Su	Mo	Tu	We	Th	Fr	Sa
						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

Su	Mo	Tu	We	Th	Fr	Sa
		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

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	24	25	26	27	28
29	30	31				

*Aug. 22: Orientation Issue
*Sept. 19: Housing Issue
*Oct. 3: Restaurant week
*Nov. 7: Basketball Issue

CONTACT:

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Pipe Dream
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