



PIPE DREAM

Binghamton University's largest student newspaper

DIGITAL AD FORM

CONTACT AND BILLING INFORMATION

Company Name : _____

Mailing Address : _____

Representative : _____

E-Mail : _____

Phone : _____

Fax : _____

DEADLINES

Our placement deadline is 5pm, one day in advance of the date in which your advertisement is scheduled.

PUBLISHING DATES

Pipe Dream publishes on Mondays and Thursdays when classes are in session, with breaking news throughout the week. Digital advertisements can be taken at any date, irrespective of the publishing schedule.

Need a 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 Instagram post (\$300)/2 = \$150 design fee

AD RATES

AD TYPE	RATE (CIRCLE ONE)	DURATION/SIZE
	<u>WEBSITE</u>	
Premium Standard	\$200 \$325	per 2-week period per 4-week period
Premium Banner	\$300 \$525	per 2-week period per 4-week period
	<u>SOCIAL MEDIA</u>	
Instagram Story	\$90	per story
Instagram Post	\$300	per post
Instagram Post with linkinbio	\$450	per post
Facebook	\$100	per post
Twitter	\$75	per tweet
	<u>ADDITIONAL OPTIONS</u>	
Newsletter	\$75	per week

LIST DATE(S) YOU WANT AD TO RUN	_____ - _____
AD RATE	\$ _____
x _____ NUMBER OF ADS (IF LENGTH IS LARGER THAN LISTED DURATION PERIOD)	\$ _____
+ DESIGN FEE (HALF OF AD RATE)	\$ _____
TOTAL	\$ _____

PAYMENT OPTIONS

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

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. CONTACT: 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 : _____