

Insertion Order



Washington Square News • 838 Broadway, 5th Floor • P: 212.995.3791 F: 212.995.3790 • sales@nyunews.com

1 Advertiser Information

Company Name _____

Email _____ Type (Internal Only) _____

Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Signature _____ Date _____

2 Advertisement Info

Print Please check ad type

Standard Display

Please fill in the specifications for your ad here:

columns	inches	=	total inches	×	rate per column inch	=	daily space cost	
<input type="text"/>	×	<input type="text"/>	=	<input type="text"/>	×	<input type="text"/>	=	<input type="text"/>
					<input type="checkbox"/> 1 color <input type="checkbox"/> 4 color	color charge	+	<input type="text"/>
					(15%) position	×		<input type="text"/>
					number of runs	×		<input type="text"/>
					design (\$35)	+		<input type="text"/>
					total cost of this order	=		<input type="text"/>

Front Page 5 col x 1.25" Bottom of front page Full color cost included

number of runs × \$250 = total cost

4 days/\$800

Sudoku Sponsor 3" x 3" Grayscale only

1 day every week for 1 semester/\$1000

Monday Wednesday
 Tuesday Thursday

Insert Single sheet/flyer Mail FSIs to: Evergreen Printing, 101 Haag Avenue Belmawr, NJ 08031

Full circulation run (5,500)/\$875

Newsstand Ten 17" x 21" full color posters Two consecutive weeks WSN cover printing & placement

Ten newsstand posters/\$2000

Online Please check ad type

Leaderboard Box

impressions	×	cost per 10,000	=	total cost
<input type="text"/>	×	<input type="text"/>	=	<input type="text"/>

Headline _____ Run Date(s) _____

3 Payment Information

Invoice (Returning customers only)

Check # _____

Credit Card Type _____ Number _____ CVN _____ EXP _____ / _____

NYU Fame Act. _____ Fund _____ Org. _____ Prg. _____ Proj. _____

For assistance, please contact the Washington Square News at the phone number or email address listed.

- All insertion orders and artwork must be received no later than 3 business days before run date
- Insertion orders for work requiring creative services must be submitted 5 business days before run date
- All cancellations must be in writing no later than 2 business days before run date

Quick Reference

Display/ROP

Width:

1 column = 1.88 in.
2 columns = 3.91 in.
3 columns = 5.94 in.
4 columns = 7.97 in.
5 columns = 10.0 in.
Full color is CMYK

Insert/FSI

Please call for details

Front Page

10 in. x 1.25 in.
Full Color (CMYK)

Sudoku Sponsor

3 in. x 3 in.
Grayscale

Newsstand

Silver: 17 in. x 21 in.
Purple: 8.5 in. x 11 in.
Free printing incl. in price

E-Delivery

Size is max - smaller sizes permitted
560x110px
Max filesize: 80kb

Online

Sizes are maximum - smaller sizes permitted
Leaderboard: 728x90 pixels
Box: 300x250 px
Banner: 468x60 px
Max filesize: 90kb
Acceptable files: jpg, gif, png, swf

Contract

The placement of advertising in the Washington Square News (herein, 'WSN'); The services rendered by WSN's personnel in processing and incorporating advertising in appropriate issues of the WSN; and WSN publishing and distributing issues of the newspaper containing advertising copy; the Advertiser named on the reverse side of this form hereby purchases and agrees to furnish advertising copy to WSN for the advertisements listed on the reverse. The Advertiser is entitled to the rate listed on the reverse. The Advertiser agrees to pay for such placement, services, and distribution at that rate and according to the terms stated below:

Advertising may be placed at WSN's offices at 838 Broadway, 5th Floor, New York, NY 10003. Ads will be accepted only during business hours, Monday through Friday, from 9AM to 6PM—phone (212) 995-3791 for further information. No ads will be accepted over the phone. Ads must be placed in writing, accompanied by an Insertion Order, ad materials, and proper payment arrangements. No materials will be returned unless accompanied by specific instructions.

A new Advertiser agrees to pay in advance for all advertising. Credit will be extended only at the option of the Business Manager. The Advertiser must submit a completed credit application before the Business Manager will consider extending credit. The Business Manager of WSN reserves the right to request full or partial payment in advance or to cancel credit privileges at any time on any account. Statements are mailed at the end of each calendar month. Invoices are not sent for individual charges; the monthly statement is the only bill provided. The Advertiser agrees that all bills are due and payable (net) within 30 days from date printed on the monthly statement.

Payment of the full balance is required.

Tearsheets are mailed within three (3) days of publication, and not with the monthly statement.

A late payment penalty of 1.25 percent per month will be charged on past due bills, with a minimum charge on such an account of one dollar (\$1) per month. The Advertiser agrees to pay a reasonable collection/attorney's fee on the balance due if it becomes necessary to place for collection any bill incurred under this contract.

If payment is not made in accordance with the above terms, WSN may refuse to insert further advertising and all bills immediately become due and payable.

If any error in an advertisement is made by WSN, its liability shall only be for such a portion of the entire cost of the advertisement, as the Business Manager shall determine by evaluation the extent of the error in relation to the entire advertisement.

WSN will not consider a make-good for any advertisement involving typographical errors or reproduction quality unless notice is given within ten (10) days of receipt of the tearsheet.

WSN shall not be held liable for more than one incorrect insertion of any advertisement.

WSN will not consider adjustment of payment for any advertisement, erroneous insertion or rate errors unless notice is given within ten (10) days of receipt of the first monthly statement showing the charge in question.

WSN will make all reasonable effort to see that advertising is published as accepted, and that pre-printed inserts are distributed as ordered.

However, WSN will not be liable for any consequential damages resulting from failure to do so.

Advertisers and Agencies forwarding insertion orders which contain incorrect rates or conditions are hereby advised that the advertising called for will be inserted and charged in accordance with the rates and terms of this contract and WSN Rate Cards in effect at the time of publication. Failure to make an order correspond in price or terms will be regarded as a clerical error and the advertising will be inserted without future notification.

The Advertiser and/or Advertising Agency assumes full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of all advertisements printed pursuant to this agreement, and shall indemnify and save WSN harmless against demands, claims, or liability. The Advertiser and/or Advertising Agency shall reimburse WSN of any amount paid by WSN in settlement of claims, or in satisfaction with judgments obtained by reason of publication of such advertising copy, together with all expenses in connection therewith, including, but not limited to, attorney's fees and costs of litigation.

All advertising is subject to acceptance by WSN, which reserves the right to reject copy at its sole discretion any time prior to publication. WSN does not accept informational, political or advertorial advertising. Page position is not sold or guaranteed, but may be requested.

All cancellations by the Advertiser must be made in writing, 2 business days prior to the run date. In the case of cancellation, credit will be applied to the advertiser's account, towards future runs. Cash refunds not available. Ads cancelled after the deadline for publication is subject full charge, at the discretion of the Business Manager of WSN.

WSN reserves the right to add to the cost of an advertisement any applicable production charges, which may not be shown on the original Insertion Order.

WSN adjusts ad rates effective August 1 each year. However, WSN reserves the right to revise its advertising rates, including discount rates and contract terms, at any time with 30 days notice. If such a rate adjustment is made at any time other than the changes effective August 1, an Advertiser may elect to terminate the contract without penalty. To exercise this option, the Advertiser must notify the Business Manager of WSN in writing, prior to the effective date of the increase.

All terms, conditions and rates contained in the WSN Rate Card in effect at the time of publication, copies of which may be obtained upon request, are incorporated herein by reference and made part of this contract.

If advertising under an annual volume contract is stopped by WSN for non-payment, the Advertiser agrees to forfeit all discounts earned and pay for all advertising previously run under the volume contract at the full open rate. If the Advertiser fails to reach the minimum lineage, WSN retains the right to rebill the advertiser for the lineage placed at the full open rate. If the Advertiser desires to increase advertising space above that contracted for, the Advertiser shall have the option to sign a revised contract for an applicable lower rate. Such a revised contract will give the Advertiser credit for the volume of advertising already run, and the new rate shall be applicable for all subsequent advertising. The contract period and termination date will not change. An annual volume contract shall become effective only upon approval of the Advertising Manager or the Business Manager of WSN.

WSN adjusts advertising rates effective August 1 each year. However, WSN reserves the right to revise its advertising rates, including discount rates and contract terms, at any time with 30 days notice. An annual volume contract is subject to such a change. If such a rate adjustment is made, an annual volume contract Advertiser may elect to terminate the contract without penalty. To exercise this option, the Advertiser must notify the Business Manager of WSN in writing, prior to the effective date of the increase.

The payment of one (1) creative fee, as specified in the WSN Media Kit, entitles the Advertiser to one (1) concept design, one (1) major revision, and an unspecified number of minor revisions. For each additional payment, the Advertiser receives an additional concept design and major revision. The Advertiser surrenders ultimate creative control upon signing this contract and agreeing to pay the creative fee. The WSN is not responsible for unsatisfactory creative design.

This writing contains the entire agreement between the parties. No agreements, conditions, or representations, verbal or otherwise, have been made to either party that are not contained in this contract.