

# the BENT TREE

Clayton State University's Student Newspaper



## Advertising Rates

<h3>Circulation</h3> <p>The Bent Tree prints 1,500 publications and is distributed FREE the first week of every month during the academic year throughout all of the Clayton State University's campuses.</p> <h3>Campus Size</h3> <p>Students (Fall '10) - 6,603          Faculty/Size (Sept. '10) - 1,338          Total - 7,941  <i>*from the Institutional Research Department.</i></p>	<h3>Rates</h3> <p>1/6 page ... (2.425' x 5.475') - \$ 65.00          1/3 page ... (2.425' x 11.25') - \$119.00          1/4 page ... (5' x 5.475') - \$229.00          2/3 Page ... (7.75' x 5.475') - \$309.00          1/2 page ... (5' x 11.25' or 10.375' x 5.475') - \$425.00          Full page ... (10.375' x 11.25') - \$795.00</p> <div style="text-align: center; margin: 20px 0;"> </div> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> <div style="text-align: center;"> </div> </div>
<h3>Inserts</h3> <p>Inserts should be 8.5 inches by 11 inches or smaller and may consist of multiple pages. Insert must be received by The Bent Tree one week before publication. You must provide us with the inserts. Prices listed below:</p> <p>1 - 750            --    Inserts - \$150.00          750 - 1,500    --    Inserts - \$300.00</p>	
<h3>Classified Ads</h3> <p>The Bent Tree offers free classifieds to Clayton State University students, up to 40 words. Faculty, staff, businesses and the public pay \$8.00 per ad, up to 40 words. There is an additional charge of \$1.10 for every additional 10 words.</p>	
<h3>Deadlines</h3> <p>The deadline for all Bent Tree advertising is 5 p.m. on Friday before the first Tuesday of the month for that publication. Advertising cancelled after the deadline is subject to a 50 percent charge. All advertising received by deadline will be proofed, and The Bent Tree may not be held responsible for any errors that may occur.</p>	

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### \*\*Discounts\*\*

#### **CSU On-Campus Discount: 50%**

The Bent Tree offers a 50 percent discount to CSU offices, departments, and groups. Fraternal, religious, or academic groups, interdepartmental offices, faculty groups, and others are eligible for this discount.

#### **Camera-Ready Discount: 5%**

The Bent Tree offers a 5 percent discount for camera-ready advertisements, ads which are completely finished and formatted

to the exact size of the ad space purchased. Camera-ready ads should be produced at 95 lines per inch or fewer and resolutions of 300 to 1200 dots per inch for best results. Camera-ready ads are kept on file for one year and then archived for one year before destruction. You may provide postage or other means for return of your ad.

#### **Frequency Discount: 10%**

The Bent Tree offers a 10% discount to local clients who sign a contract for two issues or more in one semester.

### General Policies

All orders must be paid in advance. Cash, check, or money orders are accepted. All orders must be accompanied by a signed Ad Space Agreement and Order. All invoiced advertisements are to be paid within 30 days of the publication date. Any advertisement requiring collection procedures shall incur up to a 30% surcharge, no exceptions. Advertising is not commissionable. Overdue accounts (60 days +) must be paid in full before the advertiser can resume advertising. Overpayments are nonrefundable and must be used within 90 days of most recent advertisement.

The Bent Tree reserves the right to reject any copy deemed unacceptable for publication by decision of the Design Editor and/or Editor-In-Chief, for any reason. Any advertisement resembling editorial or religious material must and will be clearly marked "Paid Advertisement." The Bent Tree will not reserve space after the deadlines published in this Bent Tree rate card. In the event that a special request is made to The Bent Tree to reserve space after the deadlines set forth in this rate card, and material or information is not supplied within 24 hours of the deadline, the requestor shall pay the price of the space reserved as set forth in this Bent Tree rate card. The Bent Tree reserves the right to revise publication, deadline and fee schedule at any time. The Bent Tree reserves the right to use color purchased by the advertiser on other applicable pages of the same issue. Specific page placement is not guaranteed. Advertisements are placed on a "First come – first serve basis."

Advertisers agree to release The Bent Tree from any and all liability regarding content of advertising copy printed. Any misprints due to error by The Bent Tree will be corrected either through a credit to the appropriate account of not more than the price paid for the advertisement and not less than 5 percent of the price paid for the advertisement or through a reprint if necessary. Reprints will only be made if the error significantly alters the advertisement in such a manner that the entire advertisement is made false. Requests for correction, via a credit to an account or a reprint, must be made in writing to The Bent Tree within 7 days of publication of the advertisement containing the error. Correction via a credit or reprint will be determined by the Design Editor and/or Editor-In-Chief after receiving a written request from the advertiser. The Bent Tree's liability shall be limited to the portion of the advertisement affected by the error. Should The Bent Tree fail to publish an advertisement on the requested publication date, the next available publication date will be substituted, or at the advertiser's request. The Bent Tree is not responsible for any losses or damages that may occur if an advertisement is not printed as scheduled.

**\*\*Advertising rates and policies are subject to change without notice.\*\***

## The Bent Tree

Clayton State University  
2000 Clayton State Boulevard  
Student Activities Center, Room #205  
Morrow, GA 30260  
(678) 455-5430

**C.J. Menard, Advertising Director**  
cmenard@benttreenews.org

**Jennifer Demond, Student Media Advisor**  
jdemond@benttreenews.org