

PHILLIPIAN BUSINESS AND ADVERTISING DEPARTMENT

dgottfried@andover.edu
Director Cell: (978) 697 7267

Dear Customer,

Thank you for your interest in advertising in the Phillipian, the oldest independent school student run newspaper. We reach a wide variety of subscribers ranging from Phillips Academy students to school parents and alumni from around the world. By advertising with us businesses can potentially expand their market by over thousands of customers. The paper is published on a weekly basis, and all advertising contracts include a free subscription.

Enclosed is our contract containing the Phillipian's advertising terms and conditions as well as the newspaper's rates for the 2010-2011 school year. We are excited to offer three new options: Full Page, Half Page, and On Campus Inserts. Please address all checks to the Trustees of Phillips Academy.

We look forward to working with you, and hope that you enjoy the paper and the fiscal opportunities it presents for your business. Should any questions arise, please feel free to contact us.

Danny Gottfried
Phillipian Advertising Director
dgottfried@andover.edu
978-697-7267

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Terms and Conditions

SHORT-RATING. If, at the end of Advertiser's contract with the Phillipian, the advertiser shall have (a) purchased more or less volume (inches or pages) of advertising than agreed in the contract or (b) exceed or fallen short of the minimum revenue commitment of advertising agreed to in the contract to the extent that a different rate would be applicable according to the Phillipian's current rate schedule, Advertiser's rate for all space used during the contract term shall be reduced or increased to the appropriate rate indicated on said rate schedule, and advertiser shall pay or receive a [credit/rebate] for the difference.

NEWSPAPER'S RATE CARD. The Phillipian may revise its advertising rate schedule at any time upon 3 week notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to the Phillipian.

RIGHT TO EDIT OR REJECT. The Phillipian may, in its sole discretion, edit, classify, reject at any time any advertising copy submitted by Advertiser. If the Phillipian rejects your advertising, the Phillipian will help you design or rewrite your copy at your request. Also, in order for our readers to be able to distinguish your advertising, ads which simulate news matter are acceptable, but must be conspicuously labeled "advertisement" at the top of the ad and set in a typeface other than that used for news. Further, we do not allow type lines and cut to be set upside down.

PAYMENT. Bills are payable upon receipt. Any payment not received within 3 weeks of billing will be subject to a weekly late payment service charge of 5%. Advertisers will lose credit privileges if payment is not made within 1 month. Any discrepancies with an invoice should be brought to the attention of the business office within 14 days.

TYPOGRAPHIC ERRORS. Incorrect Insertions or Omissions. The Advertiser's contract cannot be invalidated and The Phillipian will not be liable, for (a) typographical error, incorrect insertions or omissions in advertising published by The Phillipian or (b) any resulting losses.

INDEMNIFICATION. Advertiser agrees to indemnify, defend and hold harmless The Phillipian from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which the Phillipian or any of its affiliates may become liable by reason of The Phillipian's publication of Advertiser's advertising.

ASSIGNMENT. Advertising contracts may not be assigned or transferred by Advertiser

FORCE MAJEURE. All contracts are conditional on strikes, fires, computer issues, acts of nature or the public enemy, war, or any cause not subject to the control of the Phillipian, excluding the Advertiser's failure and/or ability to perform.

CANCELLATIONS. The closing time for cancellations is one week prior to the publication date of the issue in question. Cancellations will not be accepted after the closing time. Advertiser will be responsible for any production or creative services provided by the Phillipian regardless of the cancellation of the Advertiser's advertising.

POSITIONING OF ADVERTISEMENTS. The Phillipian shall have full latitude with respect to positioning all advertisements; provided, however, that the Phillipian will use its reasonable efforts to accommodate the Advertiser's positioning request. Failure to comply with position requests will not result in "make good" or refund.

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INCORRECT RATES IN ORDER FORMS. When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions; the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Phillipian's rate schedule, and in accordance with the conditions contained in the Advertiser's contract.

OWNERSHIP OF ADVERTISING. All advertising copy which represents the creative effort of the Phillipian and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of The Phillipian, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or part, or any such advertising copy for use in any other medium without the Phillipian's prior written consent.

ADVERTISEMENT SUBMISSION DEADLINE:

All ads must be received by Wednesday night 5:30pm the week of printing at the very latest.

If possible, to expedite your ad, please email your digital advertisement, indicating size and the numbers of weeks to be run to advertising@phillipian.net

LENGTH OF CONTRACT DESIRED:

1 WEEK 4 WEEKS 1 TERM

SIZE OF ADVERTISEMENT DESIRED:

Advertisement Size: Small Medium Large Half Page Full Page

Online Advertisement Check If Animated:

LENGTH OF CONTRACT DESIRED:

1 Month 3 Months 9 Months 1 Year

BUSINESS TO WHICH ADVERTISEMENT BELONGS: _____

ADVERTISER'S NAME: _____ DATE: _____

ADVERTISER'S SIGNATURE: _____

PHONE: _____ EMAIL: _____

**Please mail contract and check to:
Daniel Gottfried
71 Quail Run Road
North Andover, MA 01845**

Please make checks payable to the *Trustees of Phillips Academy.*

Internal Use Only:

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PHILLIPIAN'S Advertising Director's Approval: _____

Current Rates

Advertisement Size

(See sample layouts)

Small 4 inches x 2 columns

Medium 4 inches x 3 columns

Large 6 inches x 4 columns

Half a Page 11 inches x 11.25 inches

Full Page 22 inches x 11.25 inches

Online Ad 350 pixels x 250 pixels left sidebar (See phillipian.net for more details)

1 column = 1.8191 inches

Spaces between columns = 0.1528 inches

Pricing

<u>Ad Size</u>	<u>One Issue</u>	<u>Four Issues</u>	<u>One Term</u> (about 10 per term)
Small	\$60	\$160	\$270
Medium	\$80	\$240	\$440
Large	\$90	\$280	\$520
Half Page	\$180	\$560	\$1040
Full Page	\$300	\$1080	\$2000
On Campus	\$100	\$300	\$560
Insert			

Online Ads	One Month	Three Months	Six Months	Nine Months	One Year
Static	\$110	\$310	\$590	\$840	\$1050
Animated	\$130	\$370	\$700	\$990	\$1250

You may email the Head of *The Phillipian* Online directly with any technical or size questions at webmaster@phillipian.net.

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Small Ad

4 inches x 2 columns

One Issue = \$60

Four Issues = \$160

One Term = \$270

Medium Ad

4 inches x 3 columns

One Issue = \$80

Four Issues = \$240

One Term = \$440

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Large Ad

6 inches x 4 columns

One Issue = \$90

Four Issues = \$280

One Term = \$520