

## 2018 Freshmen & Campus Kick-Off Editions OFF-CAMPUS Insertion Order

Advertiser	
Name of AD	
Contact	
Billing Address	
City/State/Zip	
Phone	
Email	
Alt. Contact	
Phone/Email	
SPECIAL INSTRUCTIONS:	

3211 PROVIDENCE DR., STUDENT UNION ROOM  
113, ANCHORAGE, AK 99508  
(907) 786-6195  
ADMANAGER@THENORTHERNLIGHT.ORG

FULL BANNER: 9.75 in x 3.8 in		SHORT BANNER: 4.8 in x 3.8 in	
		FULL PAGE: 9.75 in x 15 in	
QUARTER PAGE PLUS: 5.78 in x 7.425 in	QUARTER PAGE: 4.8 in x 7.425 in	HALF PAGE: 9.75 in x 7.425 in	
		BUSINESS CARD: 3.8 in x 2 in SMALL SQUARE: 3.8 in x 3.8 in	

Publication Dates

Freshmen Issue  
August 7, 2018

CKO Guide  
August 21, 2018

Will one ad be repeated?

Ad Type	Color	Black & White
<input type="checkbox"/> 2 Page Spread	\$1,650	\$1,225
<input type="checkbox"/> Back Page	\$1,000	\$1,000
<input type="checkbox"/> Full Page	\$875	\$700
<input type="checkbox"/> Half Page	\$500	\$375
<input type="checkbox"/> Quarter Page Plus	\$325	\$250
<input type="checkbox"/> Quarter Page	\$300	\$200
<input type="checkbox"/> Full Page Banner	\$275	\$200
<input type="checkbox"/> Short Banner	\$200	\$150
<input type="checkbox"/> Small Square	\$175	\$100
<input type="checkbox"/> Business Card	\$100	\$50

**AD PREP FEE**  
Fee of \$30 will be charged for:  
1. Ads that are not in the proper dimension  
2. Black and white ads that are in four color black

**AD DEADLINE**  
Fridays  
at 12:00 PM

**Sponsor Kick-Off Discounts**

Above prices do not reflect discounts.

	Basic	Green	Gold
Non-profit	10%	20%	30%
Community business	10%	20%	30%

\* Only Kick-Off participants are eligible for special discounts in the Kick-Off Guide. The guide will be distributed to the UAA campus and Anchorage community on August 21, and at the Campus Kick-Off on August 25. Approximately 4,000 copies of the guide will be distributed.

Contractee/Client agrees to pay all collection fees, should it be deemed necessary by UAA to send a delinquent account to a collections service. Signature for the Contractee may personally be fiscally responsible should the Contractee/Client organization's account become delinquent. A signature of the contract says that all ad copy and information will be sent to the publication by ad deadline. We are not responsible for ad copies not received. The advertiser will be billed even if ad copy is not received, or if the publication is not notified of cancellation at least one business day prior to the Friday deadline. The Northern Light reserves the right to determine ad placement within the paper. Rates are subject to change.

Printed Name \_\_\_\_\_ Client Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Ad Dept. Signature \_\_\_\_\_ Date \_\_\_\_\_

OFFICE USE ONLY	
Base Rate	
Discount	
Number of Ads	
Total	
Date Received	
Notes:	