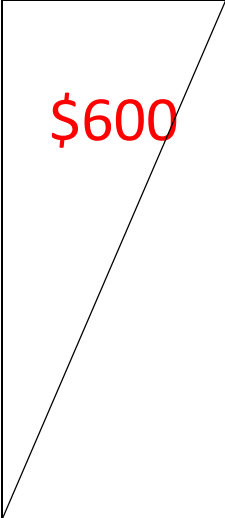
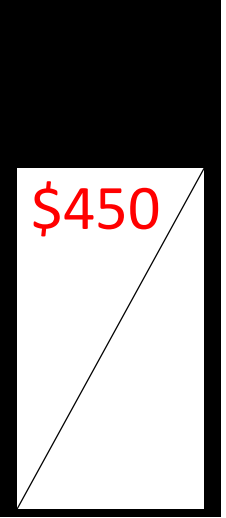
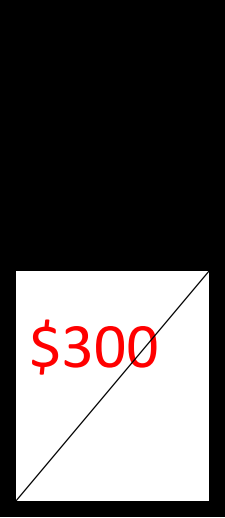
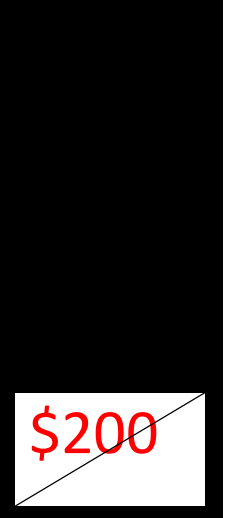




the equinox

PRIZE-WINNING INDEPENDENT STUDENT-RUN NEWS PROUDLY SERVING FDU'S METROPOLITAN CAMPUS IN TEANECK AND HACKENSACK, N.J. AND THE WORLD

Flat Rate – B&W

				
	Full Page 16"	$\frac{1}{3}$ Page 10 $\frac{2}{3}$ "	$\frac{1}{2}$ Page 8"	$\frac{1}{3}$ Page 5 $\frac{1}{3}$ "
4 column	\$600	\$450	\$300	\$200
3 column			\$200	\$150
2 column			\$170	\$100

Flat Rate – Color

	Full Page 16"	$\frac{1}{3}$ Page 10 $\frac{2}{3}$ "	$\frac{1}{2}$ Page 8"	$\frac{1}{3}$ Page 5 $\frac{1}{3}$ "
4 column	\$650	\$500	\$350	\$250
3 column				
2 column				

Classified Ads

	One Column 7 words per line	Two Columns 15 words per line	Price "Display Classified" ads as display ads. Frequency Discounts (discounts only open with contracts) 1-2 issues 0% 3-5 issues 10% 6-9 issues 15% 10 or more issues 20%
1-2 lines	\$20	\$25	
3 lines	\$22.50	\$30	
4 lines	\$25	\$36.50	
5-12 lines	\$35	\$50	



Advertising Guidelines

1. The overall page size is 4 columns (10") by 16"

- One column = 2 $\frac{3}{8}$ "
- Two columns = 4 $\frac{7}{8}$ "
- Three columns = 7 $\frac{7}{16}$ "
- Four columns = 10"

2. Space reservations must be finalized the Friday before the publication date. Advertisement copy must be received by the Wednesday before publication.

3. No page position is guaranteed.

4. Publication is biweekly Thursdays. Circulation is 2,100.

5. Invoices are mailed immediately following publication. Payment must be received within 30 days of the date on the billing statement.

6. Checks should be made payable to: Fairleigh Dickinson University

7. Checks must be addressed to:

Fairleigh Dickinson University
Dr. Karen Buzzard RE: The Equinox
1000 River Road, T-RH1-01,
Teaneck, NJ 07666

8. All ads must be emailed to adsinequinox@gmail.com for approval before print.

9. We reserve the right to refuse any ad.