

**The Mace & Crown**  
1071 Webb Center • Old Dominion University • Norfolk, VA 23529  
Advertising Office: 757-683-4773 • Fax: 757-683-3459  
advertising@maceandcrown.com

**ADVERTISING AGREEMENT 2013 – 2014 Academic Year**

This form is to be completed and submitted to the Mace & Crown Advertising Department. It can be mailed, faxed or sent by email. If you have any further questions please contact the Advertising Department at **757-683-4773** or online at **www.maceandcrown.com**

**Advertiser (Contact) Name:** \_\_\_\_\_

**Business/Organization Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_      **Fax:** \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**(Required) Select one from the list:**

**Federal Tax ID #:** \_\_\_\_\_

**Social Security #:** \_\_\_\_\_

**ODU Budget Code:** \_\_\_\_\_

**PUBLICATION DATES: Fall 2012 and Spring 2013**

Run the ad in the following issues. Check all that apply. These dates may be subject to change. If so, you will be notified.

**Fall 2013**

Sep. 4       Oct. 23  
 Sep. 11       Oct. 30  
 Sep. 18       Nov. 6  
 Sep. 25       Nov. 13  
 Oct. 2       Nov. 20  
 Oct. 9       Dec. 4

**Spring 2014**

Jan. 22       Mar. 5  
 Jan. 29       Mar. 26  
 Feb. 5       Apr. 2  
 Feb. 12       Apr. 9  
 Feb. 19       Apr. 16  
 Feb. 26       Apr. 23

**Summer 2014**

June 18

Yes, our ad is ready to be run. **We accept PDF, JPEG, and TIF files. Files should be 200 pixels per inch in effective resolution. We do not accept Word, Publisher, PowerPoint or Excel files. Ads received in unacceptable formats will need reconfiguration, and the client will be charged the \$50 design fee.**

No, the ad needs to be made. I understand these services are not free and require an additional design fee of \$50.

**Size of Ad:** \_\_\_\_\_      **Cost Per Insertion: \$** \_\_\_\_\_

**Weeks run:** \_\_\_\_\_      **TOTAL = \$** \_\_\_\_\_

**Signature:** \_\_\_\_\_      **Date:** \_\_\_\_\_

**GENERAL DISCLAIMER:**

The Mace & Crown reserves the right to refuse any advertising that does not conform to the standards, practices, or regulations of the Mace & Crown, ODU, or the Commonwealth of Virginia.

**On-Campus Print Ad Rates 2012-2013** (Only for ODU Organizations & Departments)  
**(THESE RATES ARE PER ISSUE – DISCOUNTED FOR FREQUENCY)**

Ad Type	Size	1-2 Issues	3-6 Issues	7-10 Issues	10+ Issues
Business Card	2.1 x 1.75	\$15.00	\$13.50	\$12.00	\$10.00
1/8 Page	4.2 x 3.5	\$50.50	\$45.50	\$41.00	\$37.00
3 Column	6.3 x 7	\$135.00	\$121.50	\$109.50	\$98.50
1/2 Page	10.5 x 7	\$189.00	\$170.00	\$153.00	\$138.00
Full Page	10.5 x 14	\$351.50	\$316.50	\$285.00	\$256.50
Full Back Page	10.5 x 14	\$422.00	\$380.00	\$341.50	\$307.50
Center Spread	10.5 x 14	\$708.00	\$637.00	\$573.50	\$516.00

**Off-Campus Print Ad Rates 2012-2013** (For companies and businesses not affiliated with ODU)  
**(THESE RATES ARE PER ISSUE – DISCOUNTED FOR FREQUENCY)**

Ad Type	Size	1-2 Issues	3-6 Issues	7-10 Issues	10+ Issues
Business Card	2.1 x 1.75	\$35.00	\$31.50	\$28.00	\$25.00
1/8 Page	4.2 x 3.5	\$75.00	\$67.50	\$64.00	\$60.00
3 Column	6.3 x 7	\$200.00	\$180.00	\$170.00	\$160.00
1/2 Page	10.5 x 7	\$280.00	\$252.00	\$238.00	\$224.00
Full Page	10.5 x 14	\$521.00	\$470.00	\$443.00	\$416.50
Full Back Page	10.5 x 14	\$625.00	\$562.50	\$531.50	\$500.00
Center Spread	10.5 x 14	\$750.00	\$750.00	\$750.00	\$750.00

**Non-Profit Organizations:** The Mace & Crown may allocate a discount on advertisements for non-profit organizations. For pricing, please contact the advertising office at 757-683-4773.

**Free Standing Insertion Prices: \$300 for 3000 Inserts**

**Newsstand poster advertisement (18 inches wide by 36 inches tall)**

This ad will run for a period of one (1) month directly on the newsstand on which the newspapers will be delivered on campus. The cost of these advertisements varies depending on the weeks of availability. For more information please contact the advertising office at 757-683-4773.

**Online Advertising Rates 2012-2013 – [www.maceandcrown.com](http://www.maceandcrown.com)**

Size	Pixels	Weekly	Monthly	Semester
Small Banner	300 x 150	\$25	\$75	\$140
Medium Square	300 x 300	\$40	\$125	\$165
Large Tower	300 x 600	\$70	\$250	\$350

Online advertisements should be 200 pixels per inch in effective resolution or higher. The Mace & Crown reserves the right to resize the advertisement if it does not conform to the aforementioned pixel sizes.

**INVOICING:** Old Dominion University, through the Bursar's Office, will invoice your organization for the total amount due. Your organization agrees to pay this invoice within 15 days of receipt. Make checks payable to: ODU Mace & Crown. Payments should be mailed to the Mace & Crown Office.

**Position Requests:** The Mace & Crown will try to honor all position requests; however we cannot guarantee position, nor accept advertising contingent on position.

**Deadline:** Deadline for space reservation and print-ready copy (pdf and high-res jpegs) is at 5 p.m. the Friday before the publication date with ad size attached. E-mail or faxes are appropriate options for meeting the deadline.

**Regarding Errors:** In cases of printing errors, the Mace & Crown will correct those errors via a reprint in the next publication or equal credit towards another issue in the same academic year at our discretion.