

— THE A&T — REGISTER

#VoiceofNCAT

BOX E-25|1601 E. MARKET ST|GREENSBORO, NC 27411
 (336) 285-3449|FAX (336) 256-0833
 EMAIL: SALES.THEREGISTER@GMAIL.COM|WEB: WWW.NCATREGISTER.COM

2020-2021 MONTHLY DIGITAL RATES

LOCATION	PRICE	SPECS
Leaderboard top	\$100.00	728x90 pixels
Medium rectangle	\$100.00	300x250 pixels
Banner	\$100.00	728x90 pixels

Homepage takeover \$20 per day (12a.m. to 11:59 p.m.)
includes leaderboard top & medium rectangle

AD DESIGNS: AVAILABLE FOR A FEE

SOCIAL MEDIA RATES

We must approve the content which is due 48 hours prior to publication.
Payment is due with contract.

Instagram \$10
Facebook \$15
Twitter \$35

ADVERTISING DIMENSIONS & RATES

Make checks payable to "The A&T Register"

Ad run date(s):

Type (circle one):

CAMPUS LOCAL
 STUDENT NATIONAL

Ad size: _____

Price: \$ _____

Frequency discount: \$ _____

Color/Design fee: \$ _____

TOTAL DUE: \$ _____

Additional notes: _____

Staff use only:

Staff initials: _____

Contract date: _____

Payment date: _____

Client copy sent: _____

(date)

INVOICE NO.

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CONDITIONS OF AGREEMENT

- It is understood that this agreement is based upon the condition that the client shall use the space agreed upon and if not used as specified, the cost of all space shall be determined by the publisher's regular schedule of rates
- Clients must pay in advance until credit is established.
- Prepayment and signed contracts are required until credit is established.
- All bills are payable within 30 days of receipt for clients with established, satisfactory credit. If any bill is not paid by the thirtieth day, this agreement, the publisher may cancel, without notice, and in such event, all charges for ads published prior to cancellation shall become due immediately and payable at the regular schedule of rates. Also, accounts 40 days past due are subject to legal action.
- The publisher will not consider adjustments of payments for any advertisement involving typographical errors or erroneous insertions unless notice is given to a business manager within one week after the advertisement appears. When print material is sent directly to the printer or for any other reason not received by the business manager for review and correction before publication, the publisher will make no adjustment for insertion or omission.
- Special placement is not guaranteed.
- The paper does not accept advertisements for campus elections.
- The A&T Register reserves the right to reject or revise advertising that it considers objectionable. Commercial advertisements that discriminate on the basis of race, creed, color, familial status, national origin, handicap, age or sex will not be accepted. Commercial advertisements containing false or misleading statements will be rejected. Advertisements for products, services or promotions that are illegal in the state of North Carolina will be rejected.
- Because of the costs associated with redesigning the newspaper after the advertising deadline, retail advertising cancelled after the deadline will be charged at 50 percent of the cost of publishing the ad. In addition, changes to advertisements after the deadline may not be possible.
- The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed and also assumes responsibility for any claims arising therefrom made against The A&T Register.
- This contract is made under and shall be governed and constructed in accordance with the laws of the State of North Carolina.
- Proof of publication is one tearsheet mailed within seven business days of publication.

Client Initials: __

ADVERTISING CONTRACT

Organization/Company name: _____ Telephone: _____

Contact name: _____ Email: _____

Billing address: _____

Account representative: _____

Client's signature: _____ Register Staff signature: _____

Date: _____

THE A&T REGISTER IS A STUDENT-RUN NEWSPAPER. UNIVERSITY EMPLOYEES, ALUMNI AND ADVERTISERS DO NOT CONTROL THE CONTENT OF THE PUBLICATION.