

THE A&T REGISTER

2021-2022 Media Rate Card & Contract

#VoiceofNCAT

PUBLICATION DATES

1	Sept. 15 Aggie 101
2	Oct. 23 (homecoming preview)
3	Nov. 17
4	Feb. 16
5	March 23
6	April 27

We offer digital/print bundles.

PRINT RATES*

Per-run Pricing (all advertisements include full color)

Size	Campus	Local	Student	National
Full page	\$300	\$650	\$325	\$725
Half page	\$150	\$400	\$200	\$550
Quarter page	\$100	\$325	\$125	\$425

Standard sizes

Ads may be vertical or horizontal.

Full page: 11.375" by 14" (Image size: 10.12" by 13")

Half page image size: 5.6" by 6.5" or 10.12" by 6.5"

Quarter page image size: 5" by 6.5"

AD DESIGNS: Available for a fee.

Deadlines

Space: 3 p.m. Friday for the following Wednesday

Artwork: 3 p.m. Monday for the following Wednesday

SOCIAL MEDIA RATES

Single post: \$50

Package post: \$120 (one post across three platforms Facebook, Instagram and Twitter).

We must approve the content. Content is due 48 hours prior to posting. Payment is due with contract. Must be paid in advance.

About The A&T Register

The A&T Register is the award-winning weekly newspaper of record for the North Carolina Agricultural & Technical State University.

The paper has been published for more than 100 years. Student editors lead and shape the editorial direction. It is a student-run newspaper.

The newspaper is the fastest way to reach the campus and its students, faculty and staff. The digital brand, ncatregister.com, is updated several times a day during the academic year by student editors. The A&T Register is a student-run newspaper. University employees, alumni, and advertisers do not control the content of the publication.



2021-2022

MONTHLY ONLINE RATES

Location	Cost	Specs
Leaderboard top	\$650.00	728 by 90 pixels
Leaderboard bottom	\$500.00	728 by 90 pixels
Rectangle homepage	\$600.00	300 by 250 pixels
Rectangle in section	\$575.00	300 by 250 pixels
Rectangle in story	\$550.00	300 by 250 pixels
Skyscraper	\$450.00	200 by 90 pixels

Box E-25 • 1601 E. Market St. • Greensboro, NC 27411 • (336) 285-3449 • FAX: (336) 256-0833
E-MAIL: sales.theregister@gmail.com • WEB: www.ncatregister.com

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ADVERTISING CONTRACT

Organization name: _____ Telephone: _____
Contact name: _____ E-mail: _____
Billing address: _____
Fax: _____ Account representative: _____

ADVERTISING DIMENSIONS & RATES

Make checks payable to
"The A&T Register."

Ad Run date(s): _____

Type (campus, local, etc.) _____
AD Size _____
Price \$ _____
Insertions # x \$ = _____
Frequency discount _____
Color/Design fee \$ _____
TOTAL DUE: \$ _____

Staff use only:
Client initials _____
Staff initials _____
Contract date _____
Payment date _____
Client copy sent _____
(date)

Additional Notes: _____

CONDITIONS OF AGREEMENT

- It is understood that this agreement is based upon the condition that the client shall use the space agreed upon and that 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 elec-

tions.

- 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 construed 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: _____

Client's signature: _____

Register Staff signature: _____

Date: _____

Detach and return this portion.