

# THE A&T REGISTER

2024-2025 Media Rate Card & Contract

#VoiceofNCAT

## PUBLICATION DATES

- 1 Aug. 23 Aggie 101
- 2 Oct. 17 (Homecoming preview)
- 3 Nov. 1 (Election edition)
- 4 TBD
- 5 TBD
- 6 TBD

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	\$870
Half page	\$150	\$400	\$200	\$660
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"

### Deadlines

Space: 3 p.m. 15 days before publication  
 Artwork: 3 p.m. 10 days before publication

## SOCIAL MEDIA RATES

Single post: \$50  
 Package post: \$150 (Four posts on Instagram, Twitter or a combination of the platforms).

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 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. University employees, alumni, and advertisers do not control the content of the publication.



## 2024-2025 MONTHLY ONLINE RATES

Location	Cost	Specs
Leaderboard top	\$650.00	728 by 90 pixels
Rectangle homepage	\$600.00	300 by 250 pixels
Rectangle in story	\$550.00	300 by 250 pixels

Box E-25 • 1601 E. Market St. • Greensboro, NC 27411 • (336) 285-3449  
 E-MAIL: jennifer.fernandez4332@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 canceled 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 14 business days of publication or photo/scan of page.

Client initials: \_\_\_\_\_

Client's signature: \_\_\_\_\_

Register Staff signature: \_\_\_\_\_

Date: \_\_\_\_\_

Detach and return this portion.